

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

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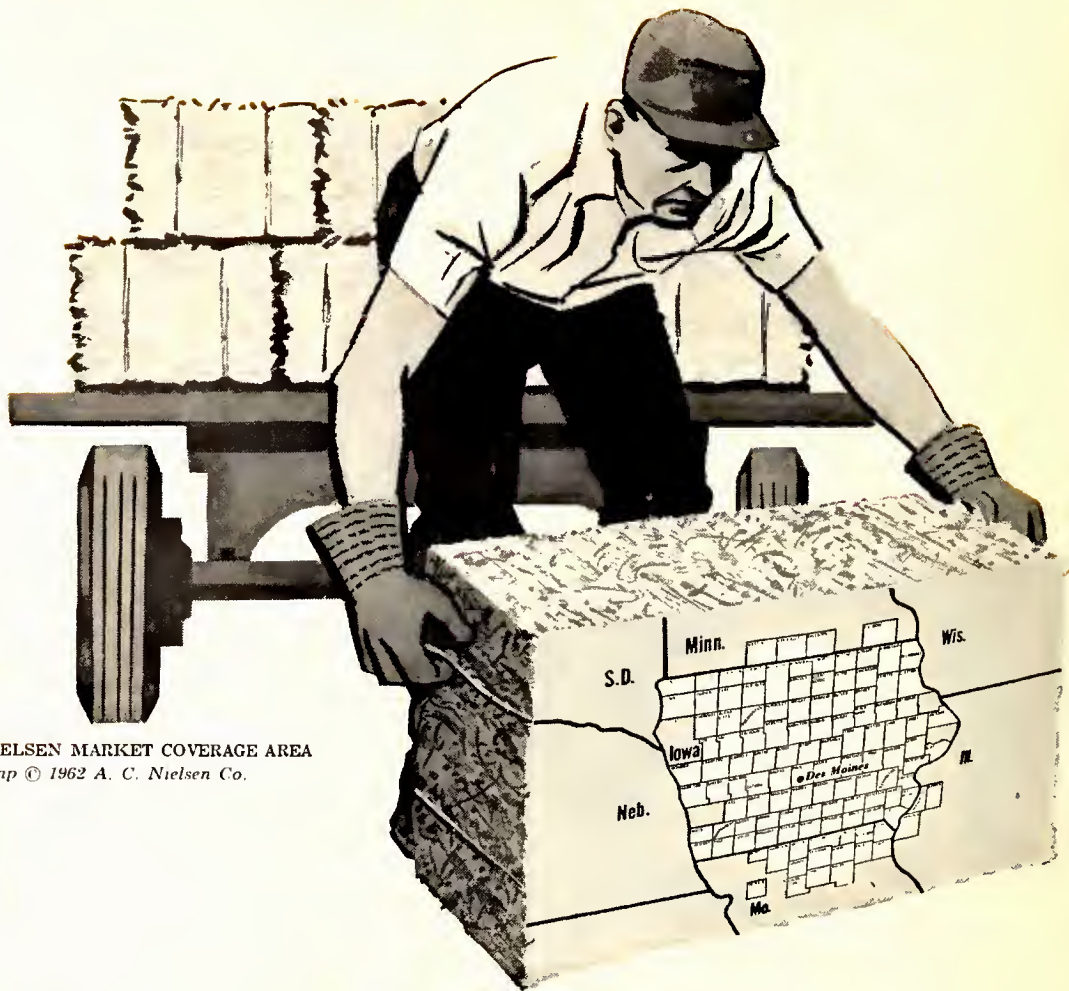
COMMERCIAL  
TESTING—HERE  
TO STAY p. 31

Los Angeles as  
a broadcast  
ad center p. 40

**NOW AVERAGING 8.8 ADVERTISER SPOTS PER HOUR...**







NIELSEN MARKET COVERAGE AREA  
Map © 1962 A. C. Nielsen Co.

## There are 175,000 farms in WHO Radio's NCS '61 area!

What can you sell to families whose incomes are over \$14,000 per year — in New York — or Cleveland — or in Iowa Plus?

The average farmer in Iowa has an annual income of \$14,177. His family buys exactly the same things as similarly prosperous families anywhere — *plus* the feeds, fertilizers, etc. they buy for their *farm-business* activities.

Yet Iowa farms account for only HALF of Iowa's

"spending money"!

WHO Radio's NCS '61 proves that WHO Radio reaches 354,050 homes weekly, in the 117 counties shown above. And with *radio*, you know you don't get much "switching around" — the station that's listened-to-most is really "listened-to *most of the time*." (Source: Whan Surveys)

Ask PGW for all the facts on one of the greatest advertising bargains in America.

# WHO RADIO

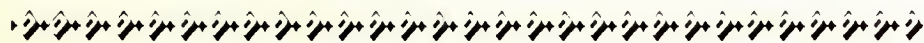
for Iowa **PLUS!**

Des Moines . . . 50,000 Watts . . . NBC Affiliate

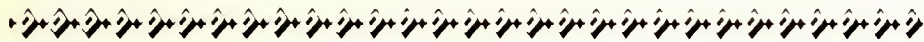


Peters, Griffin, Woodward, Inc., National Representatives

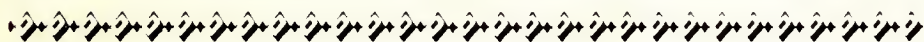
# AN \$80,000 SALE



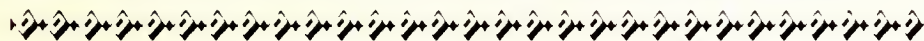
## **PULLING POWER-SELLING POWER OF WPEN DEMONSTRATED IN AMAZING RESPONSE TO - - - "HAWAIIAN HOLIDAY"**



**Outsells all other stations . . . and in less time, too . . .**

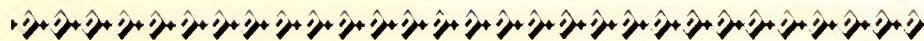


If ever we had proof of our own strength, this Hawaiian Vacation promotion was it. In quantity, in quality. Here was action. Fast action. An \$80,000 sale, outpulling, outselling every other radio station in town — and in less time. Customers are customers, whether they buy Hawaiian vacations or packaged goods. You'll find more of them and in a better buying mood on WPEN.



## **IF YOU HAVE A PRODUCT TO SELL YOU'LL BE INTERESTED IN THESE STATISTICS OF THE HAWAIIAN HOLIDAY**

1,000 inquiries were received in the first 28 days. Within 45 days, the Travel Agency received 45 deposits . . . a month later a Northwest jet took off with a pay load of 100 passengers . . . cost of the tour was \$800 per person . . . average conversion of inquiry for a trip of this nature is 1%. The WPEN conversion was 10% . . . each guest spent \$400 over and above the cost of the trip on luxuries and extra services, more than any other group ever handled by the Travel Agency.



It's obvious . . . if you're thinking  
of selling Philadelphia, start  
where the selling is easy . . . on

# **WPEN**

PHILADELPHIA

**Represented nationally by AM Radio Sales Company**





"Our advertising on WLW-I College Basketball telecasts last season has been an important factor in our increased sales and distribution of Emge meat products in supermarkets. WLW-I's complete sports package from programs to promotions, combined with Ruben's merchandising campaign, scored exceptionally well for Emge in a tough, competitive league."

*Roger Elpers*

Roger (Pete) Elpers, Branch Sales Manager  
Emge Packing Co., Inc., Anderson, Indiana



"In prime time, the WLW-I basketball programs outpointed competitive network shows with a commanding 25.8 rating. In addition to a substantial audience, WLW-I teamwork delivered topnotch production and effective merchandising support. The same team will return next season with added experience that should result in even greater sales for our client, Emge Packing Co."

*Walter C. Gottfried*

Walter C. Gottfried, Vice President  
Ruben Advertising Agency, Indianapolis, Indiana



**EMGE**

Call your WLW Stations' Representative . . . you'll be glad you did!

**WLW-T**  
Television  
Cincinnati

**WLW-C**  
Television  
Columbus

**WLW-D**  
Television  
Dayton

**WLW-I**  
Television  
Indianapolis



Crosley Broadcasting Corporation





Only KELO-LAND TV makes your message viewable in every city, town and tv home in this major market. Other stations—even groups of stations—leave large portions of it untold, unsold. But on KELO-LAND TV your one commercial film or live message whips out automatically, simultaneously, through KELO-tv, KDLO-tv and KPLO-tv (our electronically interconnected stations) to blanket the whole market. *All 103 counties. 276,560 tv homes. 1,148,100 men, women and children.* And at the cost efficiency of a single-station buy!

CBS • ABC

**KELO<sup>tv</sup>LAND**



KELO-tv SIOUX FALLS; and boosters  
KDLO-tv Aberdeen, Huron, Watertown  
KPLO-tv Pierre, Valentine, Chamberlain

JOE FLOYD, President • Evans Nord, Exec. Vice Pres. & Gen. Mgr. Larry Bentson, Vice-Pres.

Represented by H-R

# SPONSOR

19 NOVEMBER 1962

Vol. 16 No. 47

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## KEY STORIES

**TV COMMERCIALS: IS TESTING HERE TO STAY?** / There has been a rapid rise in the number of research organizations testing commercials. Both proponents and critics of testing air their views. **P. 31**

**FILM SYNDICATION'S CHANGING FACE** / Firms reveal activities and plans and acknowledge sales assists from station reps; adopt "wait-see" stance on block booking decision. **P. 34**

**FLASHLIGHT SALES UP 250% WITH TV** / Extraordinary sales jump for Gulton's flashlights after brief 1961 campaign, leads firm to consider year-round campaign and advertise other items. **P. 36**

**AO EXEC OPENS UP EASTERN'S STRATEGY** / SPONSOR interviews George Howard, Eastern Airline's new director of advertising. Changes on the horizon, but radio definitely "in." **P. 38**

**"FORTUNE'S" UNFORTUNATE TV GUESS** / TvB president Norman Cash exposes 1958 prophecies of Luce magazine article, "Tv: The Light That Failed," with recent facts and figures. **P. 39**

**WHAT THE AD WORLD IS LIKE IN LOS ANGELES** / Now it's the No. 4 ad city in the U. S. This special report describes broadcast activity stemming from L.A., discusses its future. **P. 40**

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## HOURS OF TV PROGRAMING

Somewhat belatedly, it is true, my attention has been drawn to a statement in your issue of 15 October (page 19), which leads me to suppose your *Sponsor-Scope* is a little out of focus.

You state the "... news division of NBC TV is the biggest manufacturer ... of tv programing in the world ... delivering 698 hours of programing."

The Annual Report for the year 1961-62 presented recently by the BBC contains these figures: "Talks, Documentaries and other information, 642 hours; News, Weather and other News programmes, 278 hours."

Taking only a small percentage of the latter figure as falling into the category of programing covered by NBC News and Current Affairs, we may safely claim to exceed their total.

In addition, our outside broadcast department contributes 555 hours, some of which would fall into the same classification, whilst sports news and reports contributed a further 65 hours.

Without in any way wishing to belittle the achievements of NBC News, who are our very good friends, I thought this information would interest you.

DENNIS SCUSE, representative in the United States, British Broadcasting System.

## SPANISH MARKET

I liked the articles on the Spanish market (5 November) very much and found them well written, informative and of great value from a marketing standpoint.

Aside from seeing one's face staring across a printed page at you, which was most intriguing, I believe this is the first clear picture of the Spanish market in the U. S. which has ever been written to date, as you are aware by now of the confusing facts and figures.

FREDA ROTHE, Spanish International Network Sales, New York.

## NEGATIVE RADIO SELLER

HAVE READ DOWNEY'S SELLER'S VIEWPOINT (5 NOVEMBER) WITH GREAT AMUSE-

MENT. DID NOT KNOW THERE WERE ANY MORE NEGATIVE SELLERS IN MAJOR MARKET RADIO BUT YOU HAVE UNCOVERED ONE. BELIEVE EVERY NEGATIVE DEMANDS A POSITIVE SO HERE IS MY SIDE OF THE MAGNET.

Mr. Downey sounds as if he is crying in the wilderness to have his station recognized by somebody—anybody—as a beacon in a fog of faddist-followers. In so doing, he should step out of the cumulo-nimbus himself.

After admitting that stations currently playing music will surely "get-the-ratings," Downey feels that "Next month (or year) perhaps Viennese Waltzes or South American Tangos may hold sway." If this happens, he presumes that those stations currently playing popular music will be out of the money, out of the running. He blithely overlooks the fact that if Viennese Waltzes become overwhelmingly popular—they will then *be* the popular music—and the popular music stations will be playing that music.

Downey next opines that "Time-buyers and account executives are steering away from the purchase of 'just ratings'." This is not only academic—but the school of deeper search has been a going concern for quite a few years, in quite a few agencies. However, there's not a buyer or an account executive worth his salt who doesn't know that large majorities give the largest and best of all things—and this is true for politics, harems, and pearl divers.

Downey's continued wish to know all the socio-economic statistics on all his listeners is a real pipe dream. First of all, it is at best totally impractical—as he should know—having programed a major market tv station whose sales force knows only too well the desirability of a 20-second adjacency to *Lassie* and *Dennis the Menace*. This—with a total disregard for audience composition.

Total qualitative data? Credit cards? Bunk! When you out-people the competition, Mr. Downey, you outsell them. On everything. TED SMITH, KQV, Pittsburgh.

# 4-WEEK CALENDAR

## NOVEMBER

National Assn. of Broadcasters fall conference: Sheraton-Portland Hotel, Portland, Ore., 19-20.

Oregon Assn. of Broadcasters annual fall meeting: Sheraton-Portland Hotel, Portland, 20. Guest banquet speaker will be NAB president LeRoy Collins.

Detroit Station Representative Assn. luncheon meeting: Sheraton-Cleveland Hotel, Cleveland, O., 20. Guest speaker: Commissioner Robert E. Lee of the FCC.

ABC Radio-Sindlinger symposiums: Detroit Athletic Club, Detroit, 27; Sheraton-East Hotel, Chicago, 28. Subject: effect of Sindlinger reports on advertisers.

Electronic Industries Assn. committee, division, and board meetings: Jack Tar Hotel, San Francisco, 27-29.

Advertising Research Foundation mid-

western conference: Ambassador West Hotel, Chicago, 29. Theme of conference: "The Ideas Behind Agency Computers."

Advertising Federation of America board meeting: Poor Richard Club, Philadelphia, 30; eighth district meeting: Red Carpet Inn, Milwaukee, 30-2 December.

## DECEMBER

NBC Radio and Tv Affiliates meeting: Americana Hotel, New York, 4-5.

Academy of Television Arts & Sciences meeting: Hollywood (place to be announced), 10. Feature: BBC documentary film, "Television and the World."

Assn. of National Advertisers first creative workshop: Hotel Plaza, New York, 11. Subject: management techniques in using creativity in advertising.



# HOW WXYZ DOMINATES DETROIT...PDQ!

*WXYZ* INC  
RADIO TV  
A SUBSIDIARY OF AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC  
BROADCAST HOUSE • 20777 W. TEN MILE ROAD • SOUTHFIELD, MICHIGAN • KENWOOD 4-7000

October 2, 1962

Mr. Robert Seidelman  
Vice President  
Screen Gems  
711 Fifth Avenue  
New York 22, New York

Dear Bob:

For the first time, WXYZ-TV, which has long been Detroit's prime time rating leader, is now Number One late at night.

Since the kick-off of the Screen Gems Columbia Post '48 package on Friday, September 14, our station has dominated this market both in ratings and shares.

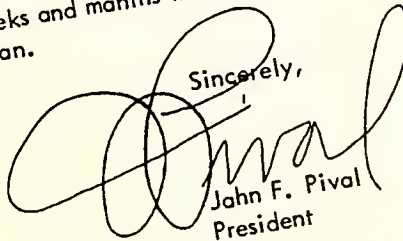
Examples of the success of the first-run films here are dramatic: "Salame," the Friday night feature, drew a 22.5 rating with a 74.0 share in a special Trendex; "The Wild One" on Saturday had a 21.5 rating with a 68.9 share; Sunday, "Convicted" claimed 11.4 with a 60.8 share.

Manday through Thursday, WXYZ-TV drew a 6.4 rating with a 34.2 share. Here are the opposition figures: Na. 2, 5.1 and 27.6; Na. 3, 4.5 and 23.1; Na. 4 3.0 and 16.3.

Obviously, the success of the films is phenomenal.

Needless to say, we plan to continue to promote the films at full steam and are confident that succeeding weeks and months will strengthen the Number One position of Detroit's Big Station.

Sincerely,

  
John F. Pival  
President

## Another City...Another Success...for the COLUMBIA POST-48's!

Distributed exclusively by

**SCREEN  GEMS, INC.**

there's news and there's



# NEWS

You can give the headlines in a minute. Do a quick fill-in in five.

Or you can give New York the kind of a news show the big city deserves. The Big News. One solid hour, every weekday, 6-7 PM.

Not just the top of the news. Not just the outline. But all the news in all its dimensions. The first complete report of the day. International, national, metropolitan news. Sports and weather.

And not just the words either, delivered by a stand-up announcer. But the sights and sounds brought to you by news reporters and brought to life by features and personalities.

Which is why The Big News is hour news.

If you haven't caught it, do so. You'll agree, we think, with the N.Y. Herald Tribune's appraisal: "...fairly bubbled with urgency, impact and interest."

As well it should. Bill Beutel and Jim Burnes, a

most personable new news team, do the metropolitan news. Ron Cochran does the international and national news. Howard Cosell is on sports. Rosemary Haley on the weather.

Again from the Herald Tribune: "...most exciting new contribution to the local TV scene we've seen in months."

From this kind of excitement smart New Yorkers get to be smarter. Smart sponsors happier.

**THE BIG NEWS, 6-7 PM WEEKDAYS, WABC-TV CHANNEL 7**

AN ABC OWNED TELEVISION STATION



## 5 REASONS WHY IT PAYS TO BUY CHANNEL 5!

- 1—Local-level merchandising support.
- 2—Top FM coverage in All Eastern Michigan.
- 3—Every commercial gets full-page, front-page exposure.
- 4—Eastern Michigan's only TV station telecasting color daily.
- 5—Nearing 10 years of on-ownership service to all Eastern Michigan.

**WNEM-TV**



SERVING THE ONE **BIG** TOP 10  
MARKET OF FLINT • SAGINAW •  
BAY CITY AND ALL EASTERN  
MICHIGAN



**WNEM-TV**

Associated with WNEM-FM 102.5 MC (Bay City) and WABT (CBS) in Adrian





# SPONSOR-WEEK

Top of the news  
in tv/radio advertising  
19 November 1962

## **TRAVELERS PUTS UP \$2.8 MILLION FOR NEWS DOCUMENTARIES**

CBS TV and Young & Rubicam achieved between them quite a coup in landing Travelers Insurance as the weekly two-thirds sponsor of CBS Reports next fall. The deal involves \$2.8 million—all newly appropriated tv money—and four commercial minutes a week for 28 weeks. Dave Bradshaw of Y&R and John Karol of CBS TV worked together closely on this one. Travelers will go on co-sponsoring the Masters Golf Tournament. At present there are 11 insurance companies in tv.

## **FIRST SALE MADE OF 1963-64 SEASON**

First network buy of the 1963-64 season was consummated last week by Colgate (D'Arcy) for *Harry's Girls*, a show to be shot by MGM-TV in England. It will go on NBC TV. Series is said to be first overseas-produced show designed specifically for U. S. tv and sold by an American producer.

## **CANCELLATIONS OVER HISS AIRING CUE CENSORSHIP ROW**

The right of sponsors to censor news treatment by cancelling their contracts for programs which had nothing to do with the broadcast at issue took last week's network tv spotlight. The cancellation attempts stemmed from the use of Alger Hiss on Howard K. Smith's political obituary on Richard Nixon over ABC TV. The advertisers who wanted out from their ABC TV commitments were Kemper Insurance, which is headed by former republican treasurer James Kemper, and Schick Razor, whose president Patrick Frawley is a backer of extreme rightwing movements on the west coast. Both Newton Minow and LeRoy Collins got into the situation. The FCC chairman said he would look into the blacking out of the Smith show by Triangle's Philadelphia and New Haven stations and also their excision from an ABC TV newscast of a reference to this action. The NAB president describes as "censorship" the pressure behavior of advertisers in the matter, "if there has been any." CBS News division president Richard Salant came to a competitor's side by saying he was "distressed at the pre-broadcast efforts to suppress any part of the Howard K. Smith broadcast and the pre-broadcast actions by advertisers and others to punish ABC."

## **ABC TV AFFILS TO DISCUSS HISS-NIXON UPROAR**

It was expected that traditional concerns such as ratings would occupy most of the agenda of the ABC TV affiliates meetings, scheduled for the 26th, 28th, and 30th of this month in New York San Francisco, and Chicago. But a late-breaking controversy may have been added to the agenda: Alger Hiss's appearance on Howard K. Smith's show on Nixon.

## **KAISER EXPANDS FM HOLDINGS**

Kaiser Industries has acquired KBAY-FM, San Francisco, from International Good Music for a reported price of \$100,000, subject to FCC approval.

## **TV B: MEDIUM SHAPES PUBLIC OPINION ON COMPANIES**

The "Jericho" presentation delivered Friday at the TvB annual meeting in New York underlined the role tv plays in shaping corporate images and in the way the public feels about large companies. The elaborate presentation argued that tv must be used to involve public feelings about corporate activity and to forestall apathy and disinterest.

## **4A's ON "WHERE ARE WE GOING IN TELEVISION?"**

Lee Rich, Benton & Bowles senior v.p. on media and programing, assumed a more or less challenging role during a panel discussion at the Eastern Four A's meeting in New York last week. Rich's crystalballing, in essence: 1) in another two or three years at least two tv networks will be operating totally on the magazine concept; 2) the whole process of network selling will get around to prices being based on cost-per-thousand; 3) tv station ownership is approaching the point where their power will make it imperative for national sponsors to deal with them directly on programing. Another participant in the panel, Bates' Dick Pinkham, observed that the tv honeymoon was over for the advertiser and that tv stations and networks ought to take this situation into serious account in their economic thinking. CBS TV's Mike Dann remarked that the networks face a shortage of new product for next season. He said that Hollywood had in production 50% fewer one hour program pilots than for the year before.

## **ABC RADIO TAKING SINDLINGER STORY TO AGENCIES**

ABC Radio, which put on a presentation of its new Sindlinger ratings service before about 100 agency people in New York last week, is taking its story to Detroit and Chicago. Backbone of the presentation is Sindlinger's own explanation of how he measures people, not homes, to obtain listening data. ABC was pleased with the agency turnout at the New York presentation and reported agency interest, including 40 minutes of questioning. Trade observers are watching very closely to see if the agencies give their stamp of acceptance to the new service.

## **HARPER: A LIMIT TO ADVERTISING SATURATION?**

Interpublic chairman and president Marion Harper, Jr., speaking at the 4A's regional eastern meeting in New York last week, asked whether there is a natural limit to the volume of advertising. He suggested voluntary controls might be needed before "advertising's decibel level has come to the limit of public endurance." Since advertising is expected to reach about \$25 billion a year or 3,000 advertising messages a day per person in about a decade, he wondered whether the public would tolerate it. He said: "We are kidding ourselves if we think that the age of *laissez-faire* is over for everything but advertising." Hinted Harper. "As an industry, it is entirely in our self interest to muffle the sound."

**SPONSOR-WEEK** continues on page 14





## Alcoa wraps up Philadelphia

To help gain its marketing goals in the Philadelphia area, Alcoa buys an exclusive year-round radio campaign on WIP.

Alcoa employs an attention-getting schedule of 48 weekly selling messages to promote its own and its customers products (Aluminum Wrap...boats, motors and scores of items made from Alcoa Aluminum). "Your merchandising and promotional efforts are without peer," reports Mr. Don W. Strassner,

Alcoa's Philadelphia District Sales Promotion Manager. "Many of the things that you at WIP did in support of our Consumer Durable Program were then funnelled into Pittsburgh, and in turn, sent out into the field."

You too can package your campaign for maximum dollar returns. Contact Harvey Glascock, V.P. and General Manager or Metro Broadcast Sales because...Nice things happen to people who listen to (and advertise on),

## WIP 610, Philadelphia

### **CORNING SAYS TV BEST FOR PRODUCT NEWS**

Amory Houghton, Jr., president of Corning glass, stated last week at the TvB annual meeting that he thought tv best for getting new product news to the public. Corning sponsored the Lincoln Center opening to announce its new development, Chemcor. By contrast, it used mainly print media to introduce Pyroceram back in 1957. Houghton also gave a major boost to color tv, calling it the most important advertising development since black-and-white tv was introduced. He regretted color facilities were lacking for the Lincoln Center telecast.

### **COURT REVERSES NLRB DECISION IN KXTV CASE**

The Ninth Circuit Court of Appeals last week reversed the NLRB decision in a case involving secondary boycott by NABET and AFTRA against advertisers and clients of KXTV, Sacramento-Stockton. Corinthian announced it intends to sue the unions for damages and injury resulting from unlawful activity.

### **MANOFF: IMAGE WORSHIP IS THE NEW IDOLATRY**

Richard K. Manoff, chairman of the agency of the same name, ripped into worries over corporate images in an address last week before the Annual Mid-Atlantic Regional Industrial Advertising Conference. He denied that such images had much to do with the realities of product advertising. Said Manoff: "Let it be clear from the outset that I am not against building the Corporate image. Nor am I for it. I am simply indifferent to it."

### **HURLEIGH: AN AUDIT BUREAU FOR RADIO?**

Mutual Broadcasting System president Robert F. Hurleigh, speaking last week before the Advertising Club of Washington, D. C., suggested that what radio needed most was "a survey of the listening audience which would be as impressive and as immediately acceptable as the Audit Bureau of Circulation." Noting the higher audience shown in the Sindlinger report for ABC Radio, Hurleigh deplored confusion, as when agency Pulse spot figures show higher totals for 30-40 markets than Nielsen network figures. He proposed to RAB that it take the lead in working toward the development of improved ratings services.

### **FORTUNE'S "LIGHT THAT FAILED"—4 YEARS LATER**

TvB's Norman Cash last week took a look at the dire predictions regarding tv made in 1958 by *Fortune* magazine—and compared the predictions with tv's actual performance in the last four years. (For story, see p. 39.)

### **PATHE SELLS NEGRO TV PROGRAMING TO POSNER**

Hamilton Posner has acquired ownership of a \$250,000 package of thirteen half-hour programs made by Pathe for the Negro market. Posner specializes in cosmetics for the Negro market and series will be placed in New York and 30 other markets under title "Posner Presents." Package is called a significant break-through for Negro talent and programing.

SPONSOR-WEEK continues on page 66





# a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

**STAND BACK—PROTECT THE WOMEN  
AND CHILDREN—THE STAMPEDE IS ON**

What stampede? Why the stampede by the "Thought Leaders" in the TV industry to jump on that l'il ole UHF Bandwagon—That's what stampede.

So welcome to the "WALUHF" Club . . . (We All Love UHF) all you "Thought Leaders." Welcome "Pat"—Welcome Transcontinent—Welcome Cleveland newspapers.

Welcome all the sharp operators who can forecast a profitable trend in the future of the UHF industry. A trend that we've been aware of for years but which has had little if any effect on the media experts.

Now that the "Thought Leaders" of the industry have shown their interest in UHF, I assume that everyone will suddenly discover a "new, effective, efficient, hard-hitting selling media" right under their noses.

For those startled by the "new" developments in UHF, WWLP, Channel 22, Springfield, Mass., and WRLP, Channel 32, Greenfield, Brattleboro and Keene, will be happy to provide additional information on how successful UHF really can be. For the past ten years, we, despite some opposition (legal and otherwise) from late-blooming VHF's have been providing our viewers with the finest in programming (NBC) and our advertisers with the most effective and profitable sales campaigns in Western New England.

We're happy to see the "wheels" take such an interest in UHF. Now, perhaps, all those media people will begin to believe what we've been saying all these years. UHF can be the ultimate in achieving maximum sales for minimum dollar value, the "sine qua non" of any sales function.

**Represented nationally by HOLLINGBERY**

*The Story of The PGW Colonel... A Best Seller For More Than 30 Years*

**ON THE GO!**





# HE KNOWS THE PRODUCT HE SELLS

PGW Radio Colonels and Television Colonels worked for radio and television stations for 172 years before joining our company.

Those were valuable years—to all of us. Because of them, every PGW Colonel knows more about the product he sells—and presents it more usefully.

*That's why the Colonel is always on the go!*

**P**ETERS, **G**RIFFIN, **W**OODWARD, INC.

*Pioneer Station Representatives Since 1932*

NEW YORK  
CHICAGO

ATLANTA  
BOSTON

DETROIT  
ST. LOUIS

FT. WORTH  
DALLAS

MINNEAPOLIS  
PHILADELPHIA

LOS ANGELES  
SAN FRANCISCO



# PIEball in the SKY...!



KTAL-TV staff meteorologist sights on "pieball" balloon used to measure winds-aloft



KTAL-TV Panorama Weather Center features latest RCA Radar, Weather-in-Motion symbols, plus "live" instrumentation.

A vast ocean of air perpetually in motion . . . this is WEATHER!  
IN SHREVEPORT — as elsewhere — WEATHER is an important news-maker . . . and KTAL-TV treats it so!

KTAL-TV is the only television station in the area with its own staff meteorologist, Col. George Sickels (USAF-Ret.) . . . the only station using weather-radar to forewarn viewers of rain, hail, tornados, frontal movements . . . the only station with dynamic "Weather-In-Motion" presentation.

KTAL-TV RADAR WEATHER — an important news-maker — is seen twice nightly as a part of NEWSCOPE, the Ark-La-Tex' most complete TV News!

For availabilities see



BLAIR TELEVISION National Representatives

CHANNEL 6

**ktal tv**

**NBC FOR SHREVEPORT**

"Where News Comes First...."



# SPONSOR-SCOPE

19 NOVEMBER 1962 / Copyright 1962

Interpretation and commentary  
on most significant tv/radio  
and marketing news of the week

If you're an accountman and your client asks you to fill him in on some of the surface currents and undercurrents of tv, you might as an opener tick off these:

- P&G's apparent determination to jockey the medium into **holding the line on rates**, as attested by the company's **sweeping cancellation of the Buffalo market from its network tv schedules**, effective when the hiked rates for that market take effect in March.
- A **heightened trend in formula buying in both network and spot**, as exemplified by **Florida Citrus (B&B) offering to trade \$1.5 million for 500 million home impressions** and **Sealtest (Ayer) seeking to obtain cumulative home impressions guarantees for the six or eight two-week spot flights it plans for 1963**.
- **The impact of the computer-oriented agency on the strategy of selling spot tv**. This will probably turn out an area of bitter contention in 1963, with key reps as well as bellwether stations resisting efforts to subjugate the personal approach to the dictates of the machine.

The big spot tv break of the week was the breaking of the second phase of the elaborate Ford Division media research project, in which spot radio is also figured to participate.

This project, which will go on for years, is designed basically to determine what is the best media mix or weight for local as well as national automotive advertising.

Spot tv's role in the new phase: **a weekly half-hour of preferably syndicated shows in randomly selected markets—big-medium and small—over 26 weeks starting in January**.

An essential about the study: **the availability in these markets of half hours between 6 p.m. and 11 p.m.**

Only print medium used in this phase are newspapers.

The Milwaukee Journal, a pioneer in station operation, is experimenting with a mechanical device that would revolutionize the field of intermedia evaluation.

The idea entails attaching to a home panel of tv sets a mechanism which would receive especially interpolated commercials—a form of multiplexing.

While the whole concept is pretty much in its embryo stage, the setup would serve this purpose: **measure the sales response to a product of those homes not exposed to the product's commercials**, the assumption being, of course, that there would be exposure to other media.

The system could also be used to measure **panel reaction to radio as well as tv commercials and print advertising** in process of being tested.

The undertaking is loaded with problems and they are not only technical: for instance, **will the FCC approve the operation of such a facility?**

This whole concept of probability sampling between two different controlled and matched segments of a market stems from something the newspaper itself has been conjuring for some time.

Both BBDO and FC&B have suddenly become quite conscientious about the form that stations use in reporting their performances of contract.

Each of the agencies has reminded stations that a certificate of performance signed by the station's management is not enough. **What's wanted is a notarized affidavit.**

A major topic of trade palaver during the past week was P&G's washout of the Buffalo market as far as network tv is concerned come next March.

And a common commentary heard was that P&G's drastic action seems to reflect the increasing pressure on the part of big business to confine rising costs as an answer to the squeeze on profits in this economy.

While media costs are not prohibitive, that item of expense has assumed a vital and progressive importance in the big advertiser's own economy and he feels that since he can only meet competition with more media consumption a way must be found to keep rates within bounds.

According to some of this comment, there is a direct correlation between P&G's action on the Buffalo market and the steady insistence of advertisers that newspapers adopt a single rate and that magazines hold the line on their rates.

There's talk in the food field of Pet Milk mulling a proposal to diversify into the ice cream and orange juice fields.

It's already in the frozen food industry and has been doing quite well with its weight control liquid products which carry the Sego label.

Even if you're only on the buying end of tv time, you may be interested in some of the rules of thumb used in determining the sales price of a tv station.

They run something like this:

- You buy at \$12 a home and you sell at \$15 a tv home. In other words, if the station's coverage area embraces 100,000 homes the buy is figured at \$1.2 million and \$1.5 when you go to sell.
- The purchase price could be based on 12 times the cash flow after taxes including depreciation.
- Using the network multiple rate as a yardstick and multiplying it by \$5,000. For example, if that rate were \$250, the turnover price might be set at \$1,250,000.

A frequent manner of payment is 29% down in cash and installments over 8-10 years. As such it's better than buying stocks on margin, since the down payment there is 50%.

Sun Oil's (Esty) call for spot tv availabilities is something over and beyond the account's sponsorship of ABC TV's 11 o'clock news.

The network strip will continue a company item into 1963. The spot objective: beefing up home impressions in sundry markets via news, weather and sports.

General Mills has set a goal of at least 100 markets for the slotting of its Rocky & His Friends cartoon strip, which is administered out of DFS.

The strip is now ensconced in about 70 markets and the hope is that the other 30 can be delivered by next season.

New material is being constantly fed into this strip, with Bulwinkle itself figured to provide over 700 elements during 1963.

The November ARB local books are due out the middle of December and you can expect a hot flurry of switchpitching among the tv reps to follow.

The spur to all this: the fact that so many nighttime network tv shows failed to reach what might be termed the appropriate rating levels.

Figures just released by the Census Bureau give Skokie, Ill., as the community with the highest saturation of tv homes, namely, 99.5%.

A suburb of Chicago, Skokie is where a lot of Nielsen executives live.



S. C. Johnson has about \$1.5 million to spend on daytime network tv for the initial half of 1963 and the bundle has become a sort of six-way scramble.

Not only have the three networks been invited to pitch for the billings but the three Johnson agencies, Benton & Bowles, Needham, Louis & Brorby and Foote, Cone & Belding, are competing among themselves to come up with the best package buy.

The one with the chosen recommendation becomes the agency on record on Johnson's daytime spread.

Johnson puts the bulk of its daytime pressure on in February, March and April.

P.S.: The networks are also scrambling for a sizeable budget that Johnson & Johnson (Y&R) has set up for daytime in 1963.

Give a documentary special with family appeal a choice piece of time and there's a good chance of scoring a substantial audience response.

General Foods proved it on 24 September through Road to Button Bay, a recital built around a Girl Scout Jamboree.

Nielsen gave the event an average audience rating of 19.2 and an average catch of 9,562,000 homes.

The figures were equal to those garnered the following week by an on-the-heels summary of spaceman Schirra's Ma-8 flight.

Bristol-Myers is putting all its daytime marbles for the first 1963 quarter in the CBS TV ring at the recommendation of DCS&S.

The billings will add up to around \$1.5 million, with the brands including Excedrin, Ipana and Minit-Rub.

The assignment meant billings losses by ABC TV and NBC TV.

The daytime network tv exchequers for the first 1963 quarter got quite a blow from Lever last week.

It's cut that end of its commitments to the bone, reducing four and a half minutes a week each at CBS TV and NBC TV in addition to a dropout of seven and a half minutes a week from ABC TV.

The loss for the networks jointly runs between \$800-900,000 for the quarter.

The networks were told that money will be restored in April.

Meantime a pall of mystery prevails as to the reason for the pervasive pullout. Lever's ad department, when queried by SPONSOR-SCOPE, responded "we just can't talk about it." No more enlightenment was obtainable from the Lever agencies.

Nighttime network tv program leaders take their tumbles with each passing season but over on the daytime side there's a trio of strips that time seems unable to dislodge from the very top of the roost.

Nielsen's October II report still ranks the threesome—As the World Turns, Guiding Light and Search for Tomorrow—as No. 1, 2 and 3. (These properties, incidentally, are all controlled by P&G.)

Here's a four-year comparison of those three apparently indestructible soapers.

PROGRAM	1962		1958	
	AVG. %	AVG. HOMES	AVG. %	AVG. HOMES
As the World Turns	10.9	5,428,000	8.4	3,654,000
Guiding Light	9.0	4,482,000	7.9	3,437,000
Search for Tomorrow	8.6	4,283,000	7.9	3,437,000

ABC TV last week raked in the \$1.5 million that Florida Citrus has appropriated for the initial 20 weeks of 1963 for nighttime network, but it didn't guarantee, as suggested by Benton & Bowles originally, the delivery of a half billion home impressions.

The Citrus deal involves a package of 61 commercial minutes over the 20 weeks, with the average cost per minute estimated at about \$26,500.

The network is reported to have countered the guarantee request with a set of figures showing that by projecting the current shares of audience for the shows in the Citrus package the average cost per thousand will likely wind up at under \$3 for the run of the contract.

B&B also placed with ABC TV \$1 million each for Norwich Pharmacal and Preem covering the first 1963 quarter.

Obviously, these three sales reduce substantially ABC TV's hefty unsold inventory for that quarter.

It isn't very often that you'll find father and son delivering virtually the same talk before two organizations within the same field and within the same week.

Elmo Roper and son Burns W. Roper did so a week ago. The theme was the setting and measuring of advertising tools. Senior's audience was the 4A's and Burns spoke before the ANA.

Brown & Williamson's Belaire (KM&J) has joined another menthol, Lorillard's Spring (Grey), in going after the women's market through daytime tv.

Both brands, evidently without the wherewithal to get the reach and frequency they'd like in nighttime network tv, have allied themselves with NBC TV.

For Spring, it'll be seven and a half minutes a week (figured at around \$600,000) and for Belaire, six minutes a week.

Spring's buy on NBC TV has its ironic side: it was ABC TV that had much to do with inducting it into daytime. The assumption is that the test was successful there.

If it's alright with the affiliates board, CBS TV would like to hold its annual meetings and jamboree 8-11 May at the Waldorf Astoria, New York.

It's the gathering that winds up in the adoption of a resolution commending the network's management and the big banquet with a surfeit of entertainment.

Looks like the Station Representatives Association has abandoned putting together that annual chart showing the ratios of spot tv and spot radio business accruing from the various buying centers.

The association has apparently come to the conclusion that such figures don't contribute the sort of information that's of value to reps since the data covers only membership firms.

A suggested substitute compiler: the Four A's.

Chicago radio reps are still nurturing the hope that Kellogg (Burnett) will put its Homer and Jethro "corn" theme on an expansion kick for its cornflakes.

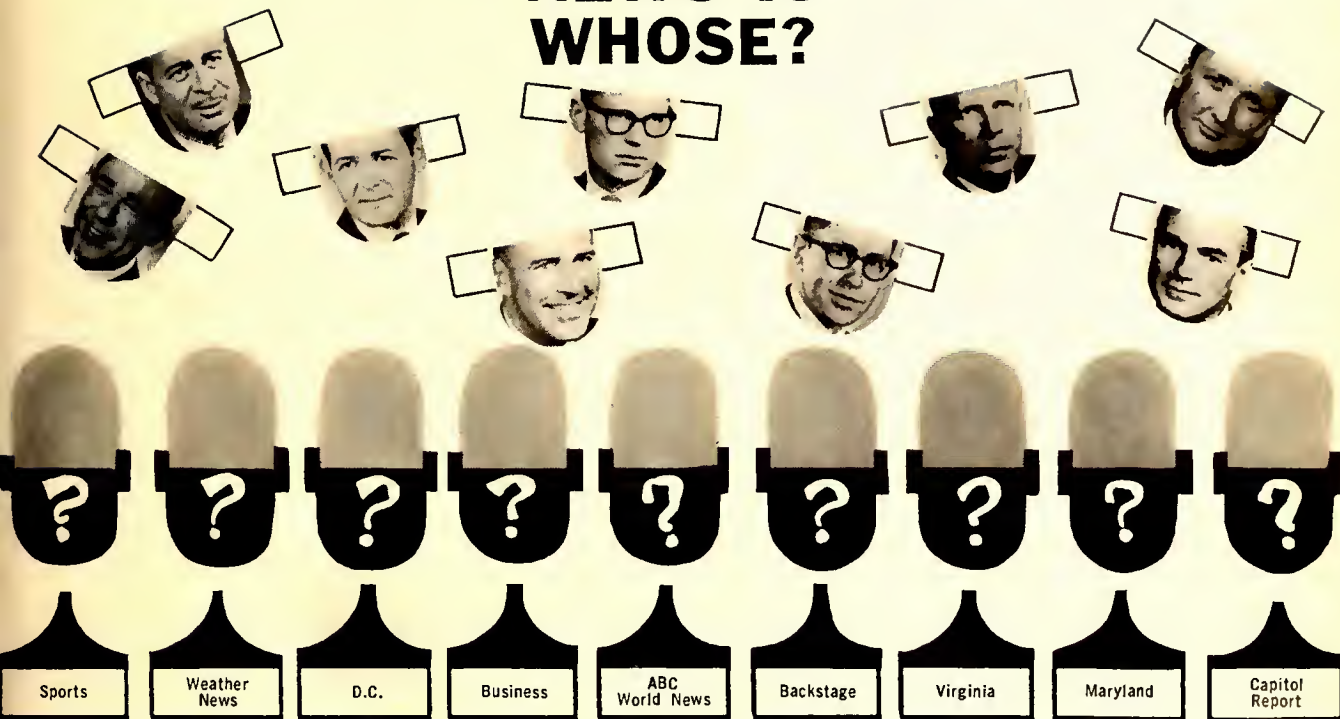
Both account and agency have indicated a happy-with-the-test-results attitude, but if there are plans for exploiting the theme further they're being played close to the vest.

Maybe somebody's got an "imagery transfer" angle that's just in the incubation stage. Referred to here is the fact that the male ingenue in the Kellogg-sponsored Beverly Hillbillies is named Jethro. Kellogg may be waiting to tie the two together.



*puzzle:*

## WHOSE NEWS IS WHOSE?



Nine newscasters—Ron Cochran, Len Deibert, Keith McBee, Ed Meyer, Joseph McCaffrey, Louis Allen, Felix Grant, Johnny Batchelder, and Steve Gilmartin—cover ABC World News, Virginia, D.C., Sports, Maryland, Business, Backstage, Weather News and Capitol Report on WMAL-TV's hour-long daily news roundup. Puzzle: Match newscaster to news subject from the following fictitious personal information\*

Allen and Batchelder beat the Md. newsman at golf. The Va. newsman lives in the same part of town as McBee and Allen. McCaffrey, the backstage reporter, the D.C. newscaster and the world news reporter play bridge together. Gilmartin, Grant, Batchelder, the world news reporter and the D.C. newsman are bachelors; the others are married. The Va. newsman is a brother of the Md. newsman's wife. The sports newsman got passes to a football game for Mr. and Mrs. McBee, and for Batchelder, Deibert, and the weatherman. Meyer and the weatherman are soccer fans; Deibert and the world newsman like tennis. The sports reporter is engaged to Grant's sister. Meyer, his wife, Batchelder and the backstage reporter like Bossa Nova. The weatherman has three daughters, the Va. newscaster has two sons, and McCaffrey has a boy and a girl. The Capitol reporter's wife gave a party for Mrs. Allen. McCaffrey is taller than the backstage, sports and business newscasters, but McBee, Deibert, Cochran and Allen are taller than he is. The Md. newsman fishes with McCaffrey and Meyer.

Send in your work sheet, showing the logical steps taken. Winners will receive a newsworthy prize.

*\*For accurate biographies of our talented news staff and current availabilities on our well-watched Evening News Report, check H-R.*

# wmal-tv

Evening Star Broadcasting Company Washington, D. C. represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

NBC—once again the network  
most people elected  
to watch...

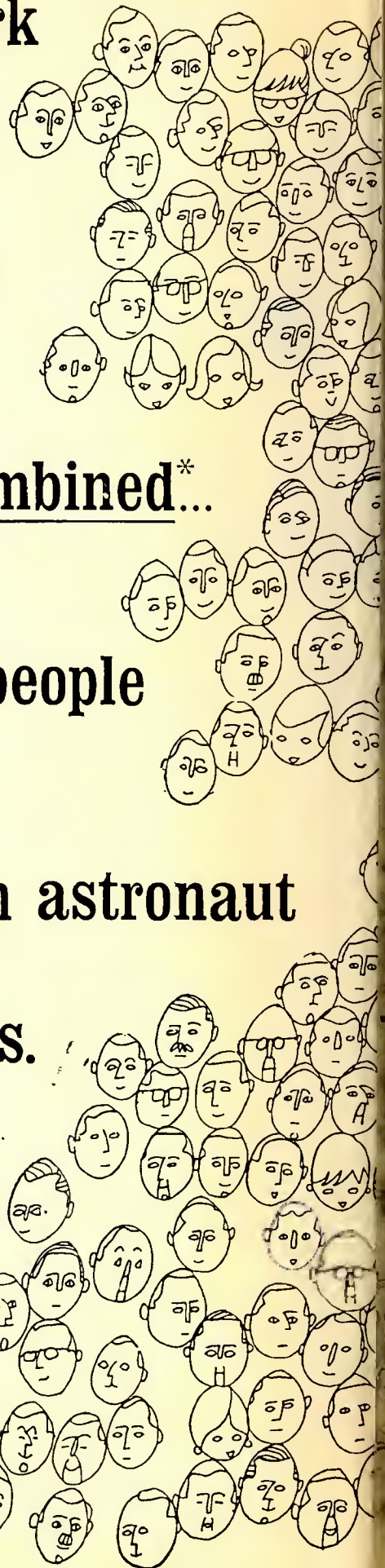
NBC—the network that drew  
an Election Night  
audience nearly as big as  
the other two networks' combined...

NBC—the network  
that always attracts more people  
whenever all networks  
cover a national event,  
whether it is the flight of an astronaut  
or a Telstar broadcast or a  
President's report on a crisis.

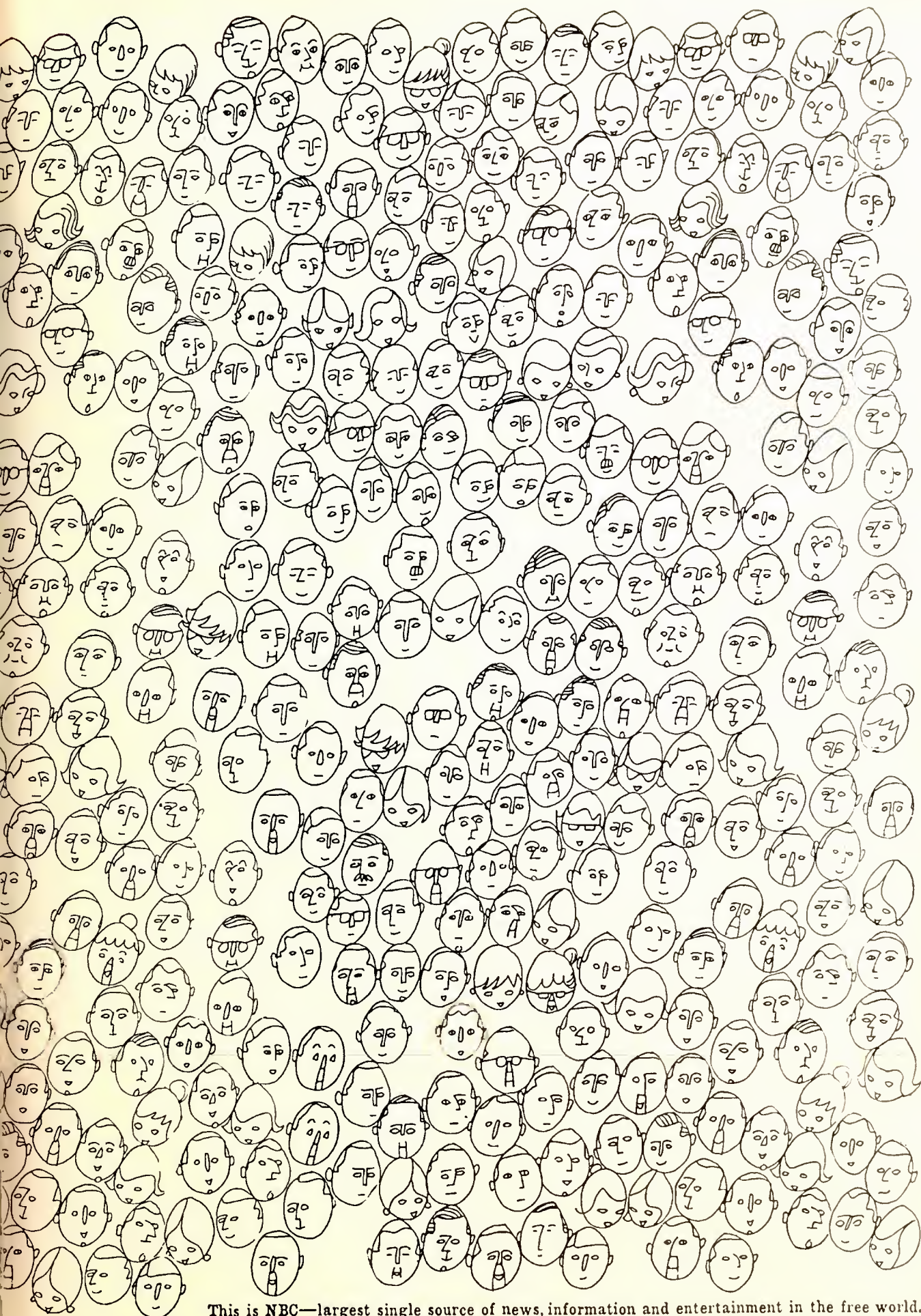
The reason?  
NBC News leadership  
in bringing world news  
to the nation rapidly,  
accurately,  
responsibly.



\*Source: National Arbitron.

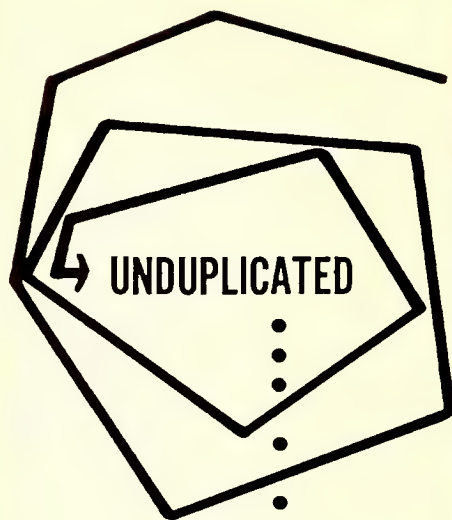






This is NBC—largest single source of news, information and entertainment in the free world.





# ALL THE GREAT ABC SHOWS

Unduplicated coverage  
makes WSUN your most  
efficient buy in the Tampa  
Bay market.

## WSUN-TV

Tampa - St. Petersburg

Get all the facts from  
Natl. Rep. Venard, Torbet  
& McConnell  
S. E. Rep. James S. Ayers

## COMMERCIAL COMMENTARY

by John E. McMillin

### The crisis in modern media

In many ways the most profound and disturbing issue raised at the recent ANA meeting at Hot Springs was also the least discussed.

It was brought up by Merrill Panitt, brilliant editor of *Tv Guide*, as part of a five-man panel presentation on "The Future of Advertising" and I told Merrill later I was sorry it hadn't been the subject of an entire morning's session.

"Yes," he said, "but you can't really discuss this with 450 people."

Be that as it may, the two challenging questions which Panitt threw at the ANA deserve to be discussed and aired in detail by the widest possible audience.

For they synthesize, clarify, and articulate a deep, serious worry about the state of modern media which many of us are feeling.

*Tv Guide's* chief asked, "As publishing and broadcasting become more costly, will there not be more pressure to appeal to advertisers, possibly at the expense of informing and entertaining the public?"

And, "If broadcasting and publishing direct their attention more to advertisers than to the public, will they continue to appeal to the public, and be good advertising media?"

Merrill, your questions are polite, but obviously rhetorical.

You know the answers. I know the answers. And dozens of other thoughtful guys know the answers (to the questions, not the dilemma).

Let's not kid about it. In the past five years there has been a tremendous increase in pressure on every form of media—tv, radio, newspapers, general magazines, women's magazines and, heaven knows, trade publications—to package more and more for the advertiser and less and less for viewers, listeners and readers.

And let's be brutally honest. This ominous pressure build-up will lead—is in fact leading today—to a bastardizing of broadcasting and publishing and a weakening of media advertising values.

You have done us all a service by getting this nasty, dangerous situation out on the table. It is far more serious than most people realize. The question is—what can be done about it?

### Not old fashioned "advertiser pressure"

The kind of pressure which Merrill Panitt is talking about is not that old-time arch-villain of "advertiser influence on editorial" or "advertiser interference in programing."

He is not protesting the melodramatic moneybags who says "kill that story" or such shennanigans as the American Gas Association booboo on that concentration camp tv script.

What Panitt is worried about is something much more subtle, and infinitely more evil and powerful.

He is concerned about the "situation in tv today where the question 'Will it sell?' is often as important as 'will the audience like it?'"

He is worried about "the editorial climate of magazines changing to attract more advertisers" and the fact that "it is not a question of whether one article will sell to readers, but whether the entire editorial approach of the magazine will sell to advertisers."

(Please turn to page 46)





**In Detroit...**

**"This is WWJ NEWSMAN  
VEN MARSHALL"**



Political reporter for WWJ News, Ven Marshall kept on the heels of Michigan candidates throughout this year's grueling campaign—helped voters assess the candidates and the issues. Marshall also holds down regularly scheduled newscasts, writes and narrates many public affairs "specials" for the great WWJ News operation—the only local service that includes:

- *13-Man Broadcast News Staff—Michigan's Largest*
- *Newsgathering Resources of The Detroit News*
- *NBC Correspondents in 75 Countries*

**WWJ** **THE NEWS STATIONS** **WWJ-TV**

Owned and Operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.





Frank Marx (R), Pres., ABC Engineers, and Charles Colledge, V.P., RCA Broadcast and Communications Division, load up one of ABC's new total solid-state TR-22's.





# *Here Come the TR-22's!*

## **New All-Transistor RCA TV Tape Recorder**

A "new generation" is on its way! Dozens of these fully-transistorized console-model TV tape recorders are coming off production lines in Camden, going to U.S., Canadian, and European users . . . NOW!

The first of these striking new-generation units went to Washington—two for ABC's new facility there, and one for the Navy's Photographic Labs. The fourth and fifth air-jetted to England and France; then units to CFPL in Canada; to WBRE-TV in Wilkes-Barre; to KCRL-

TV, Reno, Nevada; to WEAT-TV, West Palm Beach, Florida . . . and so it goes!

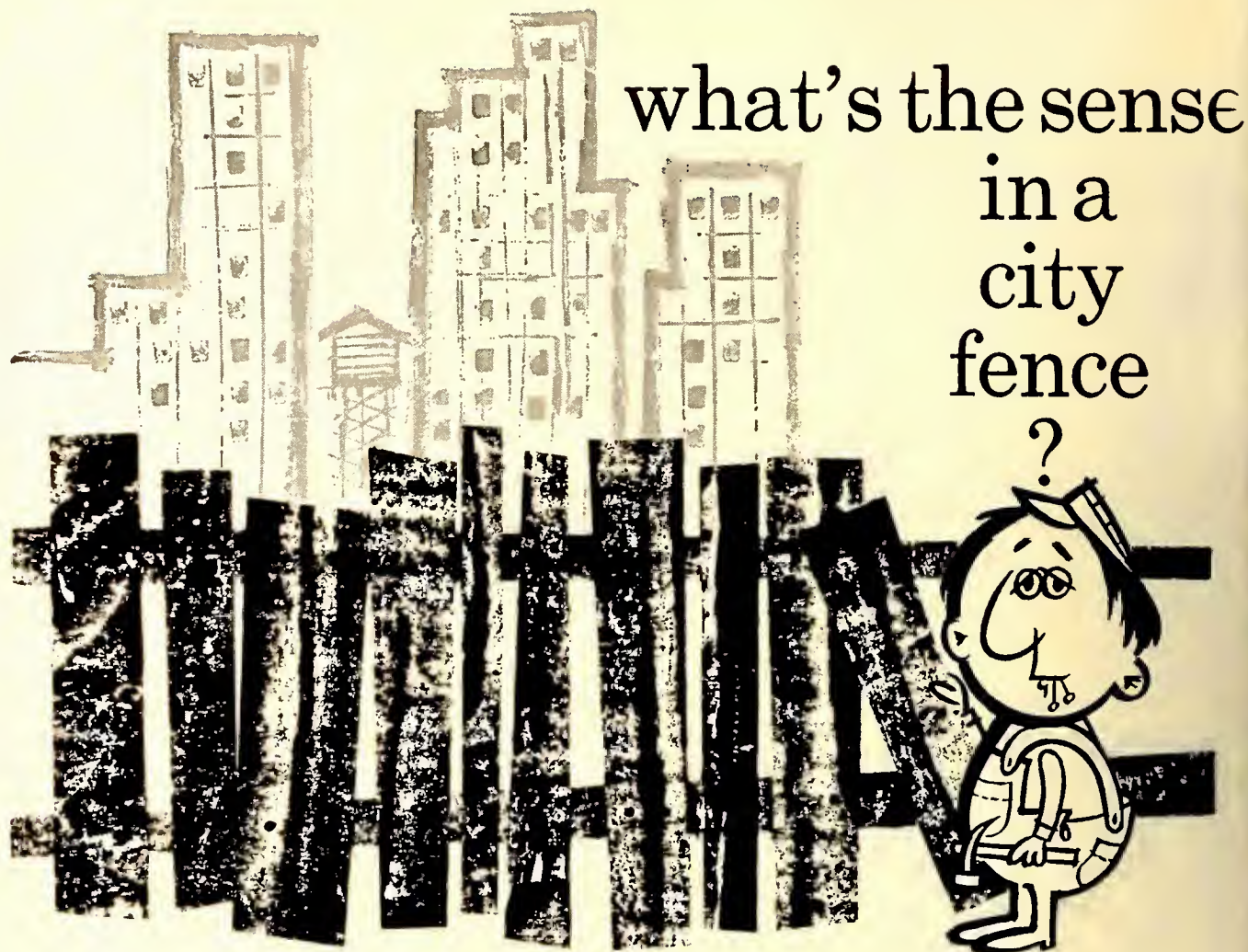
Shipments of these compact, solid-state recorders are scheduled well into next year. Camden facilities have been stepped up to a two-shift basis to fill commercial and military orders as fast as possible. Order *now*!

See your RCA Broadcast Representative. Or write RCA Broadcast & Television Equipment, Dept. OC-264, Building 15-5, Camden, New Jersey.



**The Most Trusted Name in Television**





what's the sense  
in a  
city  
fence

***the Charlotte TV MARKET is First in the Southeast with 595,600 Homes\****

Building a fence around a city makes as much sense as using the Standard Metropolitan Statistical Area concept of market evaluation.

Proving the point: Atlanta and Miami have SMSA populations of 1,017,188 and 935,047. The Charlotte SMSA population is 272,111 by comparison . . . **BUT** the total Charlotte TV Market is first in the Southeast with 595,600 TV Homes.\*

Nailing it down: WBTV delivers 43.4% more TV Homes than Charlotte Station "B."\*\*

COMPARE  
THESE  
S.E.  
MARKETS

**CHARLOTTE**  
595,600

ATLANTA  
562,600

MIAMI  
556,600


NEW ORLEANS  
418,200

LOUISVILLE  
409,900

NORFOLK-  
PORTSMOUTH  
309,000

**WBTV**

CHANNEL 3 © CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising  Representatives, Inc.

\*Television Magazine-1962  
\*\*NCS '61-Nightly



**TV COMMERCIALS**

# Is testing here to stay?



*Schwerin researchers testing tv commercials in own theatre "laboratory"*

- ▶ **Rapid rise in number of firms testing commercials**
- ▶ **Pre-testing pays off, BBDO's Dr. Wilson says**
- ▶ **Current tests inadequate, critics charge**
- ▶ **Testing often gets down to numbers game**

There are more research techniques to evaluate a television commercial than there are rifles in a cowboy and Indian picture on the late, late shows. The search for the ideal commercial appears to be endless, but a survey by a SPONSOR editor last week revealed that considerable progress was indeed being made along these highly complex fronts.

Before long, a number of advertisers, aided by their agencies, hope to come up with a near-perfect

answer as to why some television commercials should or should not go on the air.

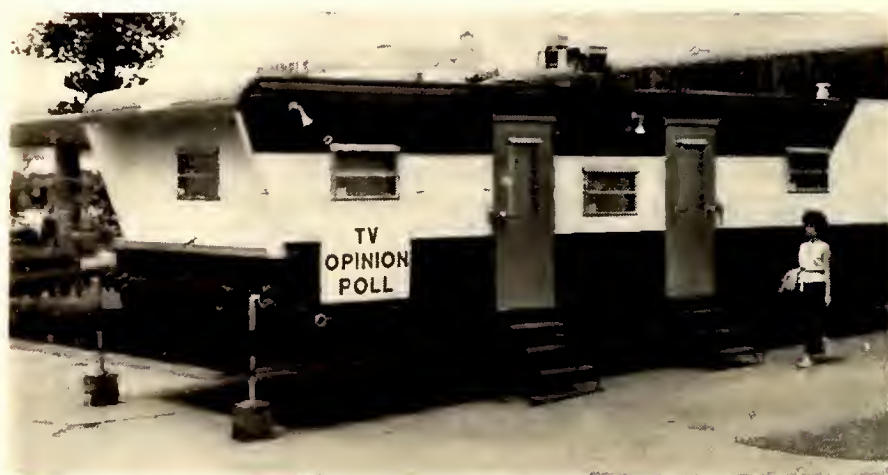
Meanwhile, a parcel of Ph.D.s in psychology in independent research organizations and advertising agencies are hip-deep in studying profile curves and tinkering with mysterious transistorized gadgets in an effort to find out what is the best length for a commercial and what is the best motivating copy idea.

**Channel One results.** Evaluation and testing of tv commercials have

been getting the undivided attention of BBDO's researchers. Back in 1959 the agency began its own basic research on on-the-air testing and as a result of this endeavor, BBDO decided to establish an on-the-air testing facility known as Channel One. Channel One serves as a laboratory in which copy approaches and production techniques can be tested with consumer research. Originally the agency bought time on *The Beachcombers* over WKTV, Utica, N.Y., and tested various types and lengths of commercials. Since September of this year it has been testing commercials on *Hennessey* over WICU-TV, Erie, Pa.

What are the advantages of such tests to BBDO clients? According to Dr. Clark Wilson, director of research and member of the marketing plans board for BBDO, they





### Rolling research is gaining in popularity

Researchers, with specially built trailers, are moving into shopping centers to test tv commercials. (Top) Mobile-Surveys, owned by Tatham-Laird, Chicago agency, and (below) Universal Marketing Research, N.Y. and Chicago mobile ad laboratory

are: "1) All commercials are tested as they will actually be viewed on the air under in-home conditions; 2) Each person is interviewed individually, within two hours of seeing the show; 3) A relationship between the commercial and the program can be established; 4) Because of the availability of three commercial minutes each week, those costs can be carried across two or more commercials and thus is comparable to or lower than other testing methods."

**Remarkable progress.** To critics who say tv commercial testing is bunk, Dr. Wilson replies they were right a year ago, but the progress made in the last year makes them only half-right. "We're making remarkable progress," Dr. Wilson said. "While we haven't answered

all the problems, we've begun to see the openings as to how we can answer them."

What is the best length for commercials today? Dr. Wilson said there is no pat answer for the same reason that there is no best size for a newspaper ad.

Many insights into new areas are being gained weekly by Channel One, according to Dr. Wilson. The agency's copywriters are getting time-saving tips from pre-testing, all of which results in more effective advertising for the clients. Dr. Wilson is positive that pre-testing pays. "It pays in two ways," he said. "First, in the short run, by helping the creative man fix measured weaknesses. It helps in the long run by providing an accumulation of information from which we can de-

duce a few rules and in due time a reasonable body of knowledge. Unless we accumulate this information in a systematic way, we'll make no progress."

### Testing practices inadequate.

It is plain to see that there are a number of scoffers of present-day tv commercial testing methods, among them Lincoln Scheurle, president of The Film-Makers, Inc., the new motion picture-television company in Chicago. Scheurle told sponsor that, in his opinion, current test practices are almost totally inadequate. "Tv commercials are a form of advertising, and the only real point to testing is to find how well that advertising sells the product," Scheurle insisted. "The only validity of a commercial comes with answers to does it sell? Does it move the product from the shelves? A commercial tested by standard procedures may be adjudged poor—but the product moves."

Both Scheurle and Edward E. Katz, partner and co-founder of The Film-Makers, believe that some of the testing methods start off on the wrong foot of film because they are tested in out-of-context form. Moreover, testers don't take repetition into account, they said. The only testing of commercials "which we find productive and sensible is the in-market analysis combined with actual sales research rather than testing of the commercial *per se*."

**Right to fail.** "One of the major problems is that advertising research—unlike research in other fields of business—does not have the right to fail," Scheurle continued. "Research in the area of tv commercials is almost doomed to failure in learning something because the ad agency and the film studio which it retains can't afford to fail. This is the cardinal sin in the eyes of the client."

Scheurle said that as research of tv commercials in the testing procedures have become more refined and definitive in the past five years, experimentation has declined and so has the impact of tv commercials. "They are technically proficient—smooth—but they have lost



adventure and excitement," he said. "And these qualities, intangible though they are, sell products."

**Salesmanship on screen.** A dominant research organization, long familiar with the problems of tv commercial effectiveness, is the Schwerin Research Corp. This organization is generally acknowledged as the pioneer in this field. "Our strength has been our evolving and staying with a measure that is a simulated buying measure, in which respondents make observed action-purchasing decisions," a Schwerin executive said. "This is the Competitive Preference technique. Compared to it, recall measures and such techniques as 'impact' and 'penetration' appear flawed by insensitivity, lack of validity, and questionable reliability."

Asked to comment on the present state of pre-testing of commercials, Horace S. Schwerin, president of the organization bearing his name, remarked: "We know as a chilling fact that, year in and year out, about 40% of all tv commercials is ineffective. The critical matter is being able to identify what is wasted advertising before you spend money on it. And the answer is pre-testing. Albert Lasker defined advertising as 'salesmanship in print.' Tv advertising is salesmanship on the screen. Now, no sales manager worth his salt would interview just one candidate for a sales job and hire him on the spot. He would talk to as many candidates as he could and pick the best one of the lot. This is precisely what commercial pre-testing is doing: screening a number of salesmen to find the one best suited to sell the product."

**Don't play numbers game.** Tv commercial tests? How can you argue with them? They are here to stay, in the opinion of Howard M. Wilson, general corporate executive in charge of creative services, Geyer, Morey, Ballard, Inc. "They have been used successfully by many advertisers," Wilson declared. "And, despite anguished cries from some 'creative people', they do not necessarily interfere with good ideas. The key word in

that last sentence is 'necessarily.'

"Trouble is that commercial testing often gets down to a numbers game. Time and again, money—lots of it—is spent to test a commercial. Many factors are analyzed, playback, recall, and so on. But the whole complicated business comes down to one simple number and if that number isn't leagues ahead of another number, you are dead. The worst part of all this is that everyone agrees with me. The research people hate the numbers game. The account people deplore it, the writers and producers despise it. And the client is agin it. But over and over again, the ques-

tions from everybody are: 'How did we score?' 'Did we beat the other guy?' 'How many points better is the one I like than the one they like?' What we try to do at GMB is to use the numbers as a guide. Far more important are all the other factors that affect the choice of a commercial—including a certain quality called judgment. We haven't solved the problem yet. In this muddled world, there is something so simple and appealing and definite about a magic number. After all, a 16 change in preference is better than a 15. Or is it, Charlie?"

(Please turn to page 52)



**Dr. Clark L. Wilson**  
*Vice president in charge of research, BBDO*



**Howard M. Wilson**  
*General corporate exec. in charge of creative service, Geyer, Morey, Ballard*



**Pierre Marquis**  
*Vice president and general manager, Audience Studies, Inc.*



**Lincoln Scheurle**  
*President, The Film-Makers, Inc.*

#### **See pros and cons in present-day testing methods**

BBDO's Dr. Wilson sees testing paying off in two ways while GMB's Wilson uses numbers only as a guide. Marquis of Audience Studies says wrong commercial can create negative attitude. Scheurle, of Film-Makers, says testing starts on wrong foot



## Top executives discuss the world of film/tape distribution



JOSEPH KOTLER  
II B TV div. v.p.



SEYMOUR REED  
Official Films pres.



WYNN NATHAN  
TV Marketeers pres.



JOSEPH P. SMITH  
Pathe/Cinema-Vue pres.

Not shown above, but helpful with this second part on film syndicators were: Richard Carlton, Trans-Lux TV Corp. vice president; Abe Mandell, International Television Corp. executive vice president, and an executive spokesman from MCA

### PART TWO OF TWO PARTS

# Film syndication's changing face

- ▶ **Station reps a big help in most cases**
- ▶ **Execs enthusiastic about first-run product**
- ▶ **"Wait-see" attitude on block-booking decision**

In a continuing look at the activities of film/tape syndicators, SPONSOR two weeks ago found seven syndie firms in agreement in various degrees to the beneficial role played by station reps in selling syndie product. In another area—the 5 November Supreme Court decision against block booking—the syndie firms were, for the most part, reserved. However, their generic ebullience soon returned as they discussed their projects and plans, which proved to be genuinely interesting.

In the matter of the High Court decision, only Richard Carlton, Trans-Lux TV Corp. vice president, and Joseph P. Smith, Pathe News and Cinema-Vue president, offered quotable comment. The other spokesmen are withholding com-

ment until the decision is fully spelled out by company lawyers, or because their firms do not handle features and the decision does not apply to them.

**Trans-Lux.** Carlton stated: "Trans-Lux has always taken the position that our feature pictures available for tv can be sold singly in any tv market. We have priced our features as single units and have also made them available in a package. We have never refused to sell any one feature in order to sell the entire package. Under the circumstances, the Supreme Court decision is anti-climactic to Trans-Lux. We recognize, of course, that Trans-Lux is not in the "big league" of feature syndicators. Our total availability is one of the smallest in the industry, enabling us far

more latitude in the sales effort.

"As a practical matter," Carlton continued, "the Supreme Court decision will probably require more paper work for syndicators, but is not likely to radically alter the pattern of either selling or buying of feature films for tv."

**Pathe/Cinema-Vue.** Smith declared the anti-block booking decision "was for the good of free enterprise. I am very much in accord with it, particularly as it affects the small distributors. It is the best thing for small distributors and producers. It eliminates monopoly by big picture companies through themselves and their subsidiaries."

**MCA.** At MCA, a spokesman stated that every station depends to a great degree on national spot business, and that although reps don't have the final word, their opinion is meaningful to a facility in that they recommend what they think is saleable.

It is for this reason, he explained, that MCA sends "progress reports" not only to facilities, but also to reps. These reports are a guide to



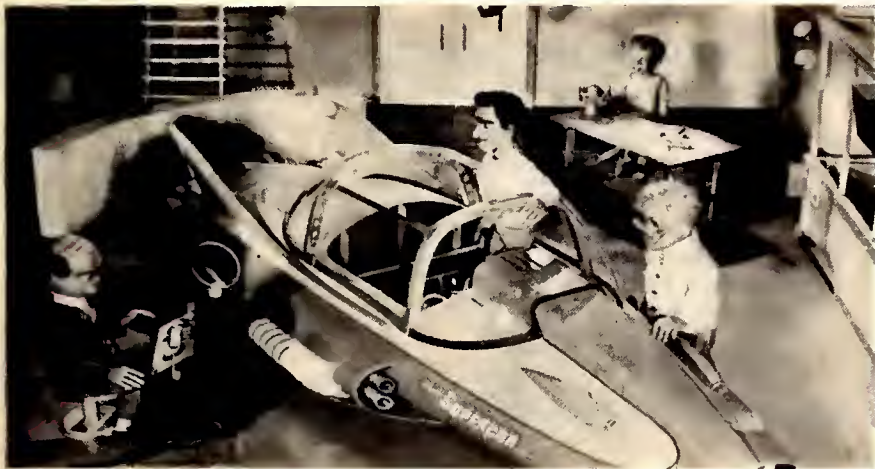
the quality of a product and of its potential usefulness to a station. When a show will be available and for how long is listed along with other data. The same information is made available for competitive shows in the same category.

The spokesman illustrated the usefulness of the progress report with the recent release of *Bachelor Father*, which had a five-year network run. This is a good buy, the spokesman explained, because the report shows there is no compara-

ble show waiting in the wings for at least a year.

Later, referring to hour shows, the spokesman said that MCA, 18 to 20 months ago, proved—with the simultaneous release of *Riverboat*, *Cimarron City*, *Overland Trail*, and *Suspicion*—that a good way to market off-net hours was to offer them locally.

**Warner Bros.** Joseph Kotler, Warner Bros. TV division vice president, was enthusiastic about the value of station reps in selling the



**Two series—one among the stars, one down to earth**

Above, ITC's *Supercar* puppets (each equipped with electronic 'brain') spend time tooling around heavens or under sea in amazing automobile. Below, Richard Jaeckel (l) and John Derek (r) are aides to circus boss Chill Wills in MCA's *Frontier Circus*



**Tina, the torrid twister**

Glamorous Tina Louise is burning up the Hollywood scene as a star in Trans-Lux's new tv series, *Guest Shot*

WB product. He noted that sales have reached \$6 million since the simultaneous release in May of six hours (*Maverick*, *The Roaring 20's*, *Bronco*, *Bourbon Street Beat*, *Surfside 6*, and *Sugarfoot*: total 119 hours), plus the later release of the half-hour *Lawman*.

"In a survey of 72 stations using our six hours," Kotler said, "Gordon Hellmann, our division's sales promotion manager, discovered that of all the participating advertisers—there were over 800—76% were national, 6% were regional, and the rest local.

"Without qualification," Kotler continued, "a lot of this would not have been possible without the support reps have given us by recommending our properties to their stations."

Pointing out that 65% of the dollars spent on spot tv comes out of



New York, Kotler said that he is intimate with all the agencies, having worked with them for 14 years as vice president of another company.

Thus when WB began its syndication (a word Kotler personally doesn't like—"it indicates inferior product to many people") operation, he and his salesmen called on timebuyers, media men, and account men in addition to station rep personnel.

"Another thing," Kotler said, "our salesmen are not *always* sell-

ing, always knocking on doors. They try to be of service. Now we have station managers and programming managers calling on us from all over the country for information, and this is unusual.

"This is part of our new approach to meet the new era in our business," he explained. It is a quality approach, he indicated. "We are in a quasi-partnership with stations," he said, "and it is our job to do everything to help programming to help make money. We're going to be in business a long, long

time, and this is the way to do it."

Asked about first-run product, Kotler said that if a station requested it, WB would make a property for them "equal or better than any of network calibre."

Continuing in the "big family" vein, Kotler brought out a list of hundreds of the top names along Madison Avenue who were invited to WB previews of *The Music Man* and *Gypsy* this year. "It's just another part of the new approach," he added.

**Official Films.** Seymour Reed,

## Flashlight sales up 250% with tv

- ▶ Modest '61 buy led to Gulton's sales rise
- ▶ It's Paar and Carson plus spot this fall
- ▶ Firm considers year-round campaign

**H**eeding the advice of his advertising agency, Compton, which cautioned, "Don't hide your light under a bushel," Dr. Leslie K. Gulton, president and chairman of Gulton Industries, Inc., Metuchen, N. J., last fall increased his firm's rechargeable flashlight sales 250%. The formula: nine one-minute spots in 68 markets on NBC TV's *Tonight* with Jack Paar, bolstered by 15 additional local spots in the top nine markets.

To state it simply, the equation was not lost upon Dr. Gulton, a chemist by trade, and that is why this year, between the autumnal feasts of Thanksgiving and Christmas, Life Lite rechargeable flashlight commercials will be seen on the *Jack Paar Show* on 177 stations, on the *Tonight* show with Johnny Carson in 68 markets, and in spot tv on stations in nine markets. Ads also have been scheduled in *Reader's Digest*. The cost of this buy is two-and-a-half times the 1961 budget.

**Entered tv in 1959.** The firm began advertising its Life Lite flashlight during the 1959 holiday season, a year after it had been developed, with a \$30,000 budget for three test spots in Toledo, Rochester, and Portland, Ore.

The result, according to Arthur Kenn, Gulton's general sales manager, was "very, very good," and led to an expanded test campaign in the top nine markets in 1960. Results, Kenn said, were "just as sensational" as the year before.

In 1961, Compton acquired the Gulton account and recommended that the firm put its budget into network tv. The agency realized immediately that the firm was not delivering enough advertising to enough people.

It followed, said Arthur J. Kemp, Compton account supervisor, that the thing to do was to have less concentration in the nine markets and to broaden the base. Last year's campaign, which led to the amazing 250% sales increase for

Gulton's flashlights, was the result.

**Campaign grows.** Gulton broke with its holiday-only advertising approach in May and June this year and introduced the Ever-Play rechargeable pocket transistor radio and the Stand-By Emergency Lite. These messages—16 spots on *Tonight* plus local spots—were tagged with 15-to-20 second announcements for mention of local retailers. Again, the firm was "very pleased" with results, and is now contemplating a year-round campaign.

Why is Gulton so sold on tv advertising? The answer was given by Dr. Gulton himself in an explanation of the property of the Life Lite items to recharge automatically in any ordinary AC outlet:

"Since this new operating concept of the Life Lite products is not immediately apparent, our problem is an educational one—literally, to show the consumer how they work. We felt that on-camera demonstrations would be the most effective method. . . . Our constantly rising sales figures bear out our confidence in tv as the most powerful medium for our products."

On the same subject, Kenn said, "We have a lot of hard-sell items that have to be demonstrated to



Official Films president, said station reps are "important and tremendously helpful." He stated that *Biography*, which is now in over 150 markets, owes a lot of its success to recommendations by reps. The same also applies to Official's 35 other series down to the one-minute *Sportfolio* (great events), Reed said.

However, it became apparent that what the Official prexy really wanted to discuss, after a decent interval, was the "tremendous interest" by three agencies in a half-

hour Marilyn Monroe special which will be completed this month.

The "entertaining factual show," or actuality (Reed does not call them documentaries) will probably be the first such special of more half-hour first-run product. Original music was written and conducted by Elmer Bernstein. Mike Wallace narrates.

Reed revealed that he has allocated \$2 million for new programming for the next 12 months, and said he'll increase that if the avail-

able product is worth it.

**TV Marketeers.** Wynn Nathan, TV Marketeers president, likewise sped on to a discussion of his firm's activities after a friendly nod to reps. First, he explained, TV Marketeers is the sales arm of VBS Associates (Victor Borge-Geoffrey Selden), which handles production.

Six one-hour entertainment specs either completed or soon to be completed, Nathan said, are: 1) *Best of Borge* (last seven years); 2) *Vincent Price's Genius at Work* (in-

(Please turn to page 62)

be sold and we find that tv does a good pre-selling job. People walk into stores and recognize them and say 'I saw that on tv—wrap it up!'

"Another thing that stimulates sales," Kenn continued, "is that the Life Lite products are packed in individual gift boxes, and are big gift sellers."

One of the filmed one-minute commercials to be seen from 23 November to 21 December shows a personality (Joe King) being clobbered by hundreds of small batteries when he opens a Fibber-McGee-type closet door. Another is on behalf of the rechargeable radio. The copy point is that storing batteries is not necessary with Life Lite products.

**Not for kids.** Just before Christmas, a message will be shown featuring a Santa Claus stocking. But Kenn stressed that Life Lite products "definitely are not kiddie items, and the commercials are aimed at an adult audience."

He added that Life Lite products are available in all 50 states in almost every kind of outlet—department, jewelry, hardware, drug, tobacco, automotive, and sporting goods stores and gas stations.

Dr. Gulton launched Gulton Industries in Metuchen in 1941 with a payroll of 15 people. Today, the international electronics, research engineering and manufacturing corporation consists of six divisions and six domestic and international subsidiaries.



**Dr. Gulton and two of the lights of his life**

Pleased with the results of his firm's tv campaign, Dr. Leslie K. Gulton, president of Gulton Industries, Inc., relaxes in his Metuchen, N. J. office. Life Lite flashlight (l) is item which made 250% sales jump after brief campaign last fall. Stand-By Emergency Light (r) is one new item to be added to campaign



#### Discussing changes in Eastern's advertising strategy

Newly appointed director of advertising at Eastern Airlines, George Howard (r), goes over sales promotion tie-ins with John De Rose, sales promotion manager. Howard's promotion from director of research represents new advertising policies

## Ad exec opens up Eastern's strategy

- ▶ Interview with Eastern Airlines' George Howard
- ▶ Media under re-evaluation, changes ahead
- ▶ Radio and Flite Facts wedded indefinitely

**W**e're wide open on where we go from here," says George Howard, newly appointed director of advertising at Eastern Airlines. "Our complete advertising strategy is under re-evaluation."

The tall and lean executive minimizes the importance of his position, at the same time admitting "there may be big changes coming up." Apparently the management at Eastern is convinced that new knowledge through research is one answer to the industry's problems. As director of market research only last month, Howard

has carried with him his own ideas developed from special studies.

"On the subject of Flite Facts our research bore out the potential of the program on radio—the ideal medium in this case. Flite Facts, hourly spot announcements on Eastern's schedule changes or delays, clearly shows the flexibility of radio," Howard feels. "Announcements can be changed within minutes of broadcast time. (For more on Flite Facts see SPONSOR, 2 July.)

"There's no concern over our use of radio," Howard said. "I believe, as do my associates, that we should

continue using it for Flite Facts as long as we get the kind of reception we're getting now, and possibly for other campaigns. We've been using radio for many many years and I don't see why we'd change. Because of the new Flite Facts ideas which reached fruition in March, our expenditures in the medium have gone up considerably. However, as most airlines, we spend more in newspapers."

**Major reshuffling.** Howard's appointment was part of a major reshuffling within Eastern early last month, affecting sales and research, as well as advertising. Three new special departments were formed and others were realigned. The new director of advertising is head of one of seven departments working under former ad director H. Walton Cutshall, now vice president of sales and advertising.



In his new position Howard has supervision over Eastern's extensive campaigns in all media to "broaden the airline's share of the travel market and develop new business."

The advertising role is of dire importance to Eastern—and all airlines—with the industry seeing such bad times. Last year the domestic trunk airlines showed net losses of \$35 million. In the first seven months of 1962, net losses were \$13.6 million, as against a net loss of \$11.5 million last year.

**New ad objectives.** To meet the challenge Howard and his co-workers are reshaping the airline's ad policies to accomplish three things: 1) develop a strong advertising slant to divert travelers from automobiles; 2) establish and advertise tie-ins with car rental people so air passengers will readily have cars at destinations where they are deemed necessary; and 3) encourage more pleasure travelers to consider flying.

**Divert auto travelers.** The one very specific purpose Eastern has in mind is diverting automobile riders to air travel. Facts which proved discouraging on the subject were gathered by Opinion Research Corp. under the sponsorship of Eastern, American, TWA, Boeing, Douglas, and United. The study came up with a range of possible diversion from 1 to 3% of automobile trips that were in excess of 400 miles on a round-trip basis. This would have added anywhere from 1.5 to 4.5 billion paid passenger miles, increasing total airline revenues 5 to 15%. Howard comments: "Airline and travel writers have had very different opinions as to whether these facts are good or bad. Does the 5% really show that there's a great potential out there, or does it show something very limited? Is the 15% really possible or is it not? I don't know what the answer is, but I do know that from this study we certainly found that we have terrific problems."

"To be perfectly honest it's a gloomy picture, but I think advertising is a very important part of the airline business."  
(Please turn to page 63)

## "Fortune's" unfortunate tv guess

- **TvB revisits Luce's 1958 prophecies**
- **Cash refutes anti-tv doom-mongers**

The doom of commercial tv—predicted four years ago by *Fortune*—simply has never happened. Nor has the Luce magazine's diagnosis of tv's supposed troubles been borne out by passing seasons. This commentary was made last week by TvB president Norman E. Cash at the bureau's annual meeting.

Cash noted that pay tv has not overthrown commercial tv, as *Fortune* predicted. Nor have *Fortune's* five unfavorable "factors" really damaged tv.

Recalling the *Fortune* article, "Tv: The Light That Failed," Cash pointed to a set of five "factors" which, at the time, would supposedly bring about the demise of commercial tv.

**Five damaging "factors."** The five "factors" are these: 1) broadcasters are caught in a cost-price squeeze; 2) tv has become a buyer's market; 3) the tv audience is almost at the saturation point; 4) the audience is getting choosier, requiring higher program budgets; and 5) tv is something less than all things to all advertisers.

Although commercial tv continues to flourish, Cash noted that the "calamity howlers" and prophets of doom still persist.

So he quoted some evidence on commercial tv's economic health. Since the *Fortune* article appeared, tv revenues have increased 27% and profits before taxes have remained fairly stable within the 16% to 19% bracket.

Tv homes since 1958 have grown from 42.5 to 50 million, and homes with tv have passed the 90% mark.

In the current quarter both network and spot tv are virtually sold out, far surpassing any previous year.

Audiences are not cutting down on tv viewing out of choosiness. To

the contrary, the average home views as much as ever.

In 1958 tv's share of the top 100 advertiser's budget was 49%, but last year it was even higher, 56%.

**C-p-m seems stable.** The advent of a third fully competitive network since 1958 has not affected c-p-m. Prime time c-p-m's increased but 1% since 1956.

Cash noted that in industry there has resulted a high correlation between profits and full use of manufacturing capacity. For the last five years the top 50 advertisers accounted for 41% of all measured advertising. Last year they had only 10% of all sales but 25% of all profits. In other words, smaller businesses with 90% of all sales had but 75% of all profits.

In the last five years, Cash noted, all American sales have increased 9% while profits have risen 5%. But among the top 50 advertisers, sales have increased 12.6% and profits have gone up by 18.6%. ▼



**Tv's economic growth**

Cash reviews 1958 *Fortune* article, "Tv: The Light That Failed," with facts of four-year tv performance



# Los Angeles: what the advertising

- ▶ **More than 600 agencies bill \$250 million**
- ▶ **California's new status to increase ad activity**
- ▶ **L.A. called U. S. broadcast, production center**
- ▶ **Agencies smaller, but quality a trademark**

## LOS ANGELES

Asking a Los Angeles adman what his city is like as an advertising center is like asking a New Yorker what he thinks of the Los Angeles Dodgers. "The Los Angeles Dodgers?" he would reply. "Ya mean the *Brooklyn* Dodgers!" For, like the dispossessed Dodger fan, the L.A. adman's heart says his Wilshire Boulevard is the ad center of the world, but his head knows it is Madison Avenue.

Nevertheless, the dream that constantly recurs to most western admen is that near reality of California becoming the nation's most populous state, outranking New York, and the beginning of a shift that will put L.A. up there as the number one ad city of the world.

Now ranking fourth in the country in ad billings—behind New York, Chicago, Detroit—Los Angeles boasts some 600 advertising agencies with combined billings of \$250 million a year.

**How L.A. differs.** But despite its ranking and billings, it is unique in relation to its ad city sisters in several respects.

- In L.A. there are more small agencies than elsewhere, many of them one- to five-man shops.

- Small budget clients are more numerous. While in New York few agencies get excited about a \$100,000 a year prospect, the competition for the same budget in Los Angeles is fierce.

- The agencies produce their own special brand of creativity, unhindered by the traditions hovering over the ad shops of the East. And they produce this highly original, creative thinking for comparatively small clients with small bud-

gets. This is where the city's ad strength lies.

- Business is conducted with first or second generation ownership-management, more often than with professional administrators.

- The Los Angeles ad community is different from any other in the sense of geography—the agen-

cies, production centers, client offices are more spread out than in other cities. Thus, many admen drive their own cars to visit clients, conduct other business.

- Fewer agencies are located in tall buildings. Many agencies are located in small buildings or old mansions which they have leased.

- The growth of the ad business in the West takes more energy and enthusiasm than elsewhere. But admen say that inspiring climate and excellent working conditions compensate for the longer hours and less pay.

**Wilshire Boulevard.** Call it Hollywood or call it Los Angeles—



**Agencies and clients in L.A. line bustling Wilshire Boulevard**

The hustle of activity is as energetic, or more, than on Madison or Michigan Avenues. More than 600 agencies reside on Wilshire to serve advertisers in the area



# world is like in this No. 4 ad city

it's all one and the same— and the heartbeat of this sprawling city in the world is contained on that 10-mile unbroken, bustling, exciting advertising-production row known as the Wilshire Boulevard area.

More than 600 different agencies are concentrated in the Wilshire Boulevard area. Also, most of the Los Angeles' seven tv, 31 radio, 33 fm stations are concentrated along this advertising row.

Principal reason why Madison Avenue may always retain the "Fort Knox" title of the ad industry is today's jetliners which make it possible for agency and client personnel to spend a full working day (complete with breakfast, lunch, and dinner sessions) on either Coast and be back at their home base before midnight that same day.

Thus, where the East spends, the West produces.

Virtually all of the nation's top advertising agencies have "branch" offices in Hollywood-Los Angeles. However, for the most part, the Y&Rs, BBDOs, Comptons, etc., operate as separate agencies and dislike the "branch office" monicker.

Among these are McCann-Erickson; Foote, Cone & Belding; BBDO; Kenyon & Eckhardt; Doyle Dane Bernbach; Fletcher Richards, Calkins & Holden; Fuller & Smith & Ross; Grey; Lennen & Newell; J. Walter Thompson; Wade; Young & Rubicam.

**Hometown agencies.** Very big on the West Coast and getting bigger also are Honig-Cooper & Harrington, Carson/Roberts, and Hixson & Jorgensen.

H-C&H is a top example of the expansion of Coast agencies into the national spotlight. H-C&H has been in the agency field over 50 years, now has 140 people in Los Angeles and San Francisco offices, and bills \$17 million annually, 56% in broadcast.

It is easily the largest agency

headquartered in the West and boasts such nationally-known accounts as Interstate Bakeries (Dolly Madison cakes), Italian Swiss Colony Wine, P&G's Clorox, Aeronutronics (Ford), and Farmers Insurance.

Topping the L.A.-Hollywood ad spenders, however, for a single account is Erwin Wasey, Ruthrauff & Ryan, which handles the \$11 million Carnation Milk account, No. 64 in the list of the nation's top 100 advertisers.

Another of the western billing leaders, Hixson & Jorgensen, is headed by Kai Jorgensen, recently elected "Ad Man of the Year" in

the agency field by the Western States Advertising Agencies (WSAAA). H&J's top account is Richfield Oil, which spends around \$2 million a year in broadcast alone. Total H&J billing is \$11 million, 30% in radio/tv. Hixson & Jorgensen's Fred Olson is president of the Los Angeles Advertising Club.

Carson/Roberts, with several big new accounts, has enjoyed a meteoric rise among western agencies, as has the Grey Advertising Hollywood shop.

Also expanding their account lists steadily are Fletcher Richards, Calkins & Holden; Doyle Dane

## 5 qualities make the L.A. adland unique

**SPONSOR** interviewed dozens of key agency and broadcast executives, asking their impressions of Los Angeles as an advertising and broadcast center. From their numerous observations are culled these general points which identify the L.A. ad climate and explain how it is different from all U. S. cities where agencies and advertisers make their home. Some qualities, however, Los Angeles shares with other Western cities, such as San Francisco, because of the common influence of western culture and tradition upon the advertising community.

1. L.A. has many more small agencies than other cities, most of which are operated by from one to five men.

2. Small budget clients are more numerous, and competition for their business is fierce among the 600 agencies.

3. Creativity is a western and a Los Angeles trademark, whether in preparing copy or media plans. Ideas are unhampered by tradition.

4. Admen have a strong faith in the future of their business and in the growing importance of California. Many think L.A. may become U. S. ad mecca.

5. Because of sprawling Hollywood technical facilities, the city is now the leading production center for radio/tv.



Bernbach; and Fuller & Smith & Ross.

**Important clients.** Hunt Foods & Industries, handled by Young & Rubicam's two offices in L.A.-Hollywood, is among the nation's first 100 spenders and is now investing quite heavily in television.

Sunkist Growers is another coast-to-coast advertiser whose ad department is headed by one of the West's best-known and respected veterans, Russell Elder, and whose \$2.5 million ad budget is placed by Foote, Cone & Belding and Leo Burnett agencies.

Other national and regional advertisers handled by L.A.-Holly-

wood agencies include: Purex (FC&B and Weiss), U.S. Borax (Mc-E); Tidewater Oil (Grey); Mattel Toys (Carson/Roberts); Star-Kist Tuna (Burnett); Vic Tanny's Health Clubs (Charles Stahl); Farmers Insurance, Interstate Bakeries, and Thrifty Drug Stores (all H-C&H).

program time on stations throughout the United States and in many foreign countries. Perhaps the oldest such program is the *Old Fashioned Revival Hour* with 72-year-old Dr. Charles Fuller, who has been using spot and network radio exclusively for the past 37 years, and spends over \$1 million annually in radio, placed by the R. H. Alber Company of Los Angeles.

The Seventh Day Adventists' half-hour *Voice of Prophecy*, via the Milton Carlson agency, also spends more than \$1 million annually.

**Ad clubs active.** The L.A. Ad

club and Hollywood's own and separate Ad Club are very much in the limelight in civic and development affairs through the added efforts of Harold Wright, general manager of the L.A. Chamber of Commerce, and Claire Grimes, executive secretary of the Hollywood C. of C.

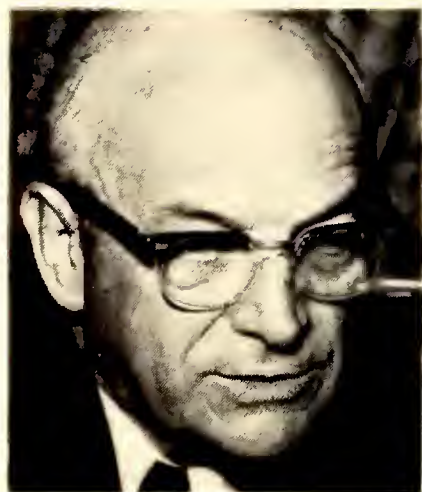
Hollywood is the home, too, of the president of the Advertising Assn. of the West (AAW), Robert Hemmings of the Smith & Hem-

mings agency, and the president of the Western States Advertising Agencies Assn., Marvin Cantz of the Tilds & Cantz agency. The dean of them all, however, is one of the country's most famous advertising men and Hollywood citizens, Don Belding, who retired from the FC&B agency in 1957 but was retained as a consultant through the end of this year.

Belding has helped shape the destinies of some of the nation's foremost advertising accounts but always found time to play a prominent role in the civic affairs of his beloved Hollywood.

Hollywood has indeed become

## Six of the dozens of important men and women who turn the



**DON BELDING**  
consultant, former chmn. exec. comm.  
Foote, Cone & Belding



**MARVIN CANTZ**  
pres., Tilds & Cantz  
pres., WSAAA



**KAI JORGENSEN**  
pres., Hixson & Jorgensen  
WSAAA "Ad Man of the Year"

wood agencies include: Purex (FC&B and Weiss), U.S. Borax (Mc-E); Tidewater Oil (Grey); Mattel Toys (Carson/Roberts); Star-Kist Tuna (Burnett); Vic Tanny's Health Clubs (Charles Stahl); Farmers Insurance, Interstate Bakeries, and Thrifty Drug Stores (all H-C&H).

Surprisingly, the largest exclusive users of broadcast time out of Hollywood are religious accounts that have for years bought spot

Club and Hollywood's own and separate Ad Club are very much in the limelight in civic and development affairs through the added efforts of Harold Wright, general manager of the L.A. Chamber of Commerce, and Claire Grimes, executive secretary of the Hollywood C. of C.

Hollywood is the home, too, of the president of the Advertising Assn. of the West (AAW), Robert Hemmings of the Smith & Hem-

the dream, the living end, for countless men and women all over the world who would stake everything on a chance to prove their ability to climb the heights in the writing, creating, producing, acting and engineering fields just to work under the enticing living conditions of the Sunny California they have heard so much about.

**Hollywood museum.** Hollywood is rushing its plans to add to the grandeur and attractiveness of the



West by constructing, at long last, the long-needed Hollywood Museum to house all facets and histories of the movie and entertainment world, radio, television, etc.

This project will be located directly across from the Hollywood Bowl, and is expected to more than fulfill the expectations of all.

Hollywood stands head and shoulders above New York or any other city in the world as a broadcasting center.

This applies, too, throughout southern California, whose topography breaks down the 10 million population into eight distinct and separate markets that make up the

advertising field, the majority of whom migrated here, their opinions of the city's ad opportunities.

Replies Jack Mann, v.p., western division, ABC Radio: "The national advertisers and marketing people who reside East of the Rockies have finally, almost against their will, discovered the West. The prime reason is the fact that the figures can no longer be ignored, particularly California overtaking New York as the nation's biggest state.

"For many years marketing and advertising people have been attempting to string the country together as one marketing entity.

al giants are still in the East. Of the top 500 in America, only a handful are western-based firms. And it's the big budget accounts which determine the balance of power in advertising. The eastern business colossus is making a major thrust toward Europe's Common Market. And this, unfortunately, is in the opposite direction from Wilshire Boulevard.

"The prowess of western advertising is likely to come from creative quality rather than quantity."

Another point of view is taken by Harold Wright of the L.A. Chamber of Commerce. "The impending assumption by California of

## wheels of radio/tv advertising in L.A., biggest ad city in West



**MILDRED SANDERS**  
v.p., radio/tv director  
Honig-Cooper & Harrington



**JACK MANN**  
v.p., western division  
ABC Radio



**ROBERT HEMMINGS**  
v.p., Smith & Hemmings  
pres., AAW

sales organization known as the Southern California Broadcasters Assn.

Headed by veteran ad man Robert Light, who also is president of the Hollywood Advertising Club, this association has done much to focus the attention of regional and national advertisers on the scores of radio/tv stations that serve these eight entities.

**Ad leaders.** SPONSOR asked some men and women in the Hollywood

Now these same men are recognizing the fact that there are major differences in geography, way of life, and point of view in different regions."

Comments Marvin Cantz, president of Tilds & Cantz: "It's a mistake to suggest that Wilshire Boulevard is about to challenge the supremacy of Madison Avenue—at least in size and scope. Although the center of population continues to move farther West, the industri-

first place among the states will have profound effects upon the leadership of this community in the advertising field.

"The facts that we are already the leading producer of tv advertising, that advertising agencies from all over the world are establishing offices here, are only forerunners to developments of the next few years. Continuing growth must inevitably translate itself into national advertising leadership." ▀

**VIDEO  
TAPE**  
is the shape of  
**QUALITY**  
TV commercials  
**TODAY!**

# FAST, SMOOTH ROAD T

## **SCOTCH® BRAND VIDEO TAPE COMBINES VISUAL ELEMENTS INSTANTLY FOR "RIGHT-NOW" VIEWING!**

On "SCOTCH" BRAND Live-Action Video Tape, you can electronically mix free-wheeling visual ideas with unequalled speed! No sweating out the lab wait for costly, time-consuming processing! Video tape plays back the picture moments after the latest "take"—helps conserve precious production time.

**The sky's the limit** on special effects you can achieve with "SCOTCH" Video Tape. The automotive "teaser" commercial at right, for example, matted the man, seat, steering wheel into a previously taped highway scene. It dramatized the performance but kept secret new car styling. With video tape and today's versatile electronics equipment, you can combine different backgrounds and foregrounds . . . put live-action on miniature sets or in front of stills or movies . . . combine several images of the same person. You can introduce pixies and giants . . . do split-screen comparisons . . . create special-pattern wipes . . . combine photos, drawings, cartoons, movies, live-action—you name it! Video tape shows how you're doing immediately when improvements are easy, corrections economical!

**And that's not all!** "SCOTCH" Video Tape achieves "presence" extraordinary, makes recorded pictures look live. Editing's easier than ever. And "SCOTCH" Video Tape records in either black-and-white or color, with no lab processing. Ask your nearby video tape production house for details on all the advantages of tape. Or send for *free* booklet, "Techniques of Editing Video Tape," which includes several examples of special effects. Write Magnetic Products Division, Dept. MCL-112, 3M Company, St. Paul 1, Minn.

"SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA  
MINING & MANUFACTURING CO., ST. PAUL 1, MINN.  
EXPORT: 59 PARK AVE., NEW YORK CANADA LONDON, ONTARIO,  
©1962, 3M CO.



1. For this automotive commercial, highway scenes were first video-taped, using pre-recorded sound track to cue zooms and other camera angles.



4. Now dolly in for a close-up. Sound track that cued the highway scene assured proper background perspective for the close-up.



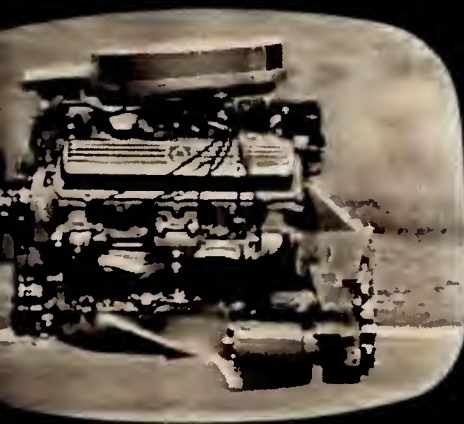
# SPECIAL EFFECTS—NO LAB DETOUR!



1. Seat, steering wheel, gas pedal were added at the studio, using VideoScene, a high-quality electronic matting process.



3. Presto! The driver's in the picture, too. VideoScene process masked out supporting platform, steering column, other unwanted elements.



5. A close-up of the engine, shot in the studio and matted against highway background, was no problem with VideoScene.



6. A superimposed slide completes the teaser commercial, which shows the ride, but keeps new-car styling a well-guarded secret.

Magnetic Products Division **3M**  
COMPANY



**OLD FAITHFUL:** Even man's best friend gets to know us pretty well, because the family he lives with spends a lot of time tuned in. Metro share in prime time is 90%, and homes delivered top those of any station sharing the other 10%. (*ARB, March, 1962*) Your big buy for North Florida, South Georgia, and Southeast Alabama is



**WCTV** TALLAHASSEE  
THOMASVILLE

**BLAIR TELEVISION ASSOCIATES**  
National Representatives

## COMMERCIAL COMMENTARY

Continued

And he is wholly realistic in his appraisal.

He says, "The costs entailed in communicating with the public today have become so great that it is no longer a simple matter to separate media's role and the advertiser's requirements. I believe they must be separated for the good of the media as well as the ultimate good of the advertiser. But how is a real problem."

In bringing these matters up before the ANA, Merrill Panitt obviously hoped to strike sympathetic sparks at Hot Springs.

He asked, "Isn't it an advertiser's interest, perhaps his responsibility, to keep media healthy? If radio stations in some areas are nothing more than wireless jukeboxes, doesn't this concern advertisers? If magazines become preoccupied with sex in blatant efforts to grab circulation, shouldn't advertisers wonder how healthy they are?"

Good questions all. And yet, when I asked assorted ad managers and marketing v.p.s at the Homestead for their opinions of Panitt's talk, I found few who are really stirred by his remarks.

The trouble is, I am afraid, that media cannot look to advertisers to police media health. The responsibility really belongs to broadcasters and publishers themselves. And it is they who, in self defense, must come up with new, radically different operating formulas.

### The challenge to media managements

What the tv networks, the operators of tv and radio stations, the publishers of print media are facing today (if they have brains enough to face it) is a grotesque case of management imbalance.

Too much policy power has shifted to their sales departments.

There's no point in getting sore about this. Or emotional or hysterical. There are good understandable reasons why it has happened.

But the challenge now to media managements is to devise some entirely new type of structure—a different kind of organization from any of the traditional patterns—which will allow proper emphasis to be placed on reaching, interesting, and appealing to audiences, quite aside from advertising considerations.

In many, perhaps most companies, this will involve giving program and editorial people a stronger voice in management councils.

It will also involve a new approach to research.

How much so-called "audience research" today is done out of a sincere desire to find out what readers, viewers and listeners would like to read, see and hear? How much is done for sales reasons?

My guess is that if you took all the "audience research" done by NBC, CBS, and ABC, you'd find that less than 20% of it originated with the network's program departments.

Fully 80% is done solely to prove something to advertisers.

This is a wholly cockeyed situation (and it is true of publisher and station research quite as much as with the networks).

The trouble is that any medium, if it is to stay healthy, must devote a major share of its energies to understanding, being close to, and finding new ways to satisfy the people in its own audience.

Otherwise it loses contact with the very thing which makes it attractive and valuable to advertisers.

I suspect that in the long run what we shall have to develop is an entirely new breed of editors and program chiefs.

Certainly one reason for their present weakness in media managements is that they themselves are weak men.

Only when we have individuals with vision, dedication, and real power in program and editorial offices can we hope to solve the crisis.

Only when we have such men can we realize our potentials. ▀



# "Film does the unusual!"



A frame-filling cascade of tomatoes, onions, celery and carrots vividly demonstrates the fresh ingredients used in Prince Spaghetti Sauce. How done? By high-speed, stop-motion photography . . . carefully contrived so each vegetable carries the story of crisp farm freshness! Shot on EASTMAN Film, of course . . . with prints on EASTMAN Print Stock! Two steps—negative and positive—both of vital importance to sponsor, network, local station and viewer. Moral: Plan carefully and . . . Go Eastman all the way! For further information, get in touch with

Motion Picture Film Department  
**EASTMAN KODAK COMPANY, Rochester 4, N.Y.**

*East Coast Division, 342 Madison Avenue, New York 17, N.Y.*

*Midwest Division, 130 East Randolph Dr., Chicago 14, Ill.*

*West Coast Division, 6706 Sento Monica Blvd., Hollywood 38, Calif.*

For the purchase of film, **W. J. German, Inc.** Agents for the sole and distribution of EASTMAN Professional Films for motion pictures and television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

**ADVERTISER: Prince Macaroni Mfg. Co.**  
**AGENCY: Bauer-Tripp-Foley, Inc.** **PRODUCER: MPO Videotronics**

# BIGGEST MOVE IN K.C.

More accounts

## MOVING

to the

INCREASED

FACILITIES

and

INCREASED

SELLING

POWER

of

# KUDL

Irv Schwartz  
V.P. & Gen. Mgr.

Adam Young, Inc.  
Mid-West Time Sales

## TIMEBUYER'S CORNER

Media people:  
what they are doing  
and saying

Joel Segall, Grey (New York) buyer, added Diamond Crystal Salt to his already well endowed account list: G. E. flash bulbs, Westinghouse appliances, Catalina bathing suits, Ivory Shampoo, and Downy Fabric Softener. He also has himself a new assistant. The newcomer is Bill McDonough, a young man from Waukegan, Ill., and a recent University of Colorado graduate. Bill replaces Don McCarthy who last week went to Manoff (New York) to take over Bud Pfaff's former accounts. Bud, as reported here 15 October, left Manoff to be assistant buyer on Standard Brands at Bates early last month.

Just in case you're wondering what's behind Lynn Diamond's (Zlowe New York) apparent disappearance from the New York timebuying scene, the villain in this case is ill health. Lynn, as many will recall was a longtime Mogul, Williams & Saylor buyer before she joined



Chalk up one more for Arkwright's presentation tape file

Robert Rothman (l) radio/tv coordinator at Arkwright Advertising, sizes up KOIL, Omaha, tape handed him by KOIL's v.p. and general manager, Steve Shepard, before adding it to the agency's presentation tape library. Looking on is Gil Miller (far-r), who is an account executive at H-R Representative

Zlowe early this year. Lynn's in Maine right now trying to win back some of her former zest. At press-time no one had been tapped to replace her at Zlowe.

Speaking of replacements: Mary Dowling's move from Ellington to Atwood-Richards (New York) last week has triggered a bit of speculation as to whom will be named to take over her Ellington buying chores. The speculation can be laid to rest by this late word from the agency: no one will be hired to fill that spot.

Back in the business again after a five-year hiatus is Elaine Whelan former Mogul, Williams & Saylor (New York) chief timebuyer. Elaine who tabled her career to raise a family, is back in action now at Altman, Stoller & Chalk, New York, buying on such accounts as Spring Maid sheets and Tweed perfume (division of Lenthalic). The "raised

(Please turn to page 50)



# KBS

KANSAS BROADCASTING SYSTEM  
 TVH — WICHITA - HUTCHINSON .. KTVC — ENSIGN  
 KAYS-TV — HAYS KLOE-TV — GOODLAND



## KANSAS

- 1,202,200 people — four times the population of Nevada.
- 368,740 households — 3½ times the households of Wyoming.
- 332,700 TV homes — three times greater than in Vermont.
- \$2,225,301,000 consumer spendable income in this new major market.
- Exclusive CBS-TV Coverage!
- One buy covers Kansas.

## NEW 77-COUNTY MAJOR MARKET

KBS COUNTIES	TOTAL HOUSEHOLDS	TV HOMES	PER CENT	KBS COUNTIES	TOTAL HOUSEHOLDS	TV HOMES	PER CENT	KBS COUNTIES	TOTAL HOUSEHOLDS	TV HOMES	PER CENT	KBS COUNTIES	TOTAL HOUSEHOLDS	TV HOMES	PER CENT
ANSAS:				Gray	1,340	1,130	84	Norton	2,650	2,170	82	Stanton	600	440	73
Archer	2,880	2,290	80	Greeley	650	540	83	Osborne	2,550	1,850	73	Stevens	1,320	920	70
Barton	10,070	9,320	93	Hamilton	960	700	73	Ottawa	2,360	1,710	72	Sumner	8,390	7,270	87
Butler	12,360	10,880	88	Harper	3,290	2,790	85	Pawnee	3,040	2,590	85	Thomas	2,270	1,710	75
Cass	1,350	1,030	76	Harvey	8,260	6,850	83	Phillips	2,920	2,040	70	Trego	1,630	1,250	77
Cheyenne	1,510	1,250	83	Haskell	880	760	86	Pratt	4,100	3,580	87	Wallace	600	470	78
Cole	1,160	1,020	88	Hodgeman	930	720	77	Rawlins	1,550	1,260	81	Wichita	820	620	76
Crawford	1,130	790	70	Kearney	890	780	88	Reno	19,360	17,420	90				
DeWey	12,370	10,410	84	Kingman	3,090	2,790	90	Rice	4,530	4,040	89	COLORADO:			
Dodge	1,910	1,580	83	Kiowa	1,470	1,010	69	Roarks	3,030	2,620	86	Baca	1,960	720	37
Dickinson	7,240	6,020	83	Lane	960	830	86	Rush	2,030	1,740	86	Cheyenne	830	530	64
Dwight	1,670	1,430	86	Lincoln	1,910	1,390	73	Russell	3,690	3,030	82	Kit Carson	2,120	1,340	63
Ellis	5,840	5,190	89	Logan	1,210	900	74	Saline	17,330	15,080	87	Lincoln	1,680	1,330	79
Ellsworth	2,560	2,040	80	Marion	4,830	3,750	78	Scott	1,580	1,340	85	Prowers	4,000	2,380	60
Finney	4,750	4,120	87	McPherson	7,680	5,840	76	Sedgwick	110,200	100,040	91	Yuma	2,890	2,130	74
Franklin	6,530	5,760	88	Meade	1,730	1,650	95	Seward	5,040	4,240	84	TEXAS			
Geary	8,140	7,140	88	Mitchell	2,940	2,220	76	Sheridan	1,210	970	80	Lipscomb	1,060	680	64
Grant	1,170	850	73	Morris	2,480	1,890	76	Sherman	2,150	1,830	85	Ochiltree	2,920	2,490	85
Hamlin	1,690	1,470	87	Morton	1,020	810	79	Smith	2,710	2,210	82				
Harvey	1,470	1,240	84	Ness	1,750	1,460	83	Stafford	2,590	2,190	85	KBS TOTAL	368,740	332,700	86

**BLAIR TELEVISION**  
*National Representatives*

CHATTANOOGA TV  
VIEWERS HAVE  
ESTABLISHED  
"LUNCH 'N FUN"  
AS TOPS IN  
EVERY CATEGORY  
THAT ANY  
RATING SERVICE  
HAS SEEN FIT  
TO MEASURE



**NOW!**

## TOBACCO NETWORK HAS PERSONALITY PROGRAMMING

NOW 14 daily program features  
on N. C. Regional Radio Net

Regional News □ Sports □ Weather  
Commentary □ Farm Reports

**8 POPULAR PERSONALITIES**

**AVAILABLE:**

Full sponsorship/Spot participations/Adjacencies  
(Also Merchandising and Promotion)

**BUY UP TO 28 STATIONS AT GROUP  
DISCOUNTS OR SELECT ONLY THE  
N. C. MARKET YOU NEED!**

Get Regional Saturation with local  
"Main Street Radio" coverage...

Rep: T-N Spot Sales

N. Y., Chicago,

Atlanta, Raleigh

**TOBACCO  
RN  
RADIO NETWORK**

## TIMEBUYER'S CORNER

Continued

family: a son, almost five years old, and a two-and-a-half-year-old daughter.

Agency-hopping dept.: Ellen Kourtides switched from buying on American Motors (Rambler) at Geyer, Morey, Ballard (New York), to Altman, Stoller & Chalk as assistant to Elaine Whelan.

Just to set the record straight: A common error made by almost everyone in the business (including us) is pronouncing (and often spelling) Lennen & Newell's Mary Ann Hoey's name to sound like Dorothy Houghley. To add to the confusion, Dorothy, a longtime Grey buyer on P&G, switched last month (see *Timebuyer's Corner*, 22 October) to Lennen & Newell (New York) where Mary Ann Hoey has labored for the past four years as tv/radio buyer on such accounts as Consolidated Cigar, McCormick & Co., and Ansco. Dorothy Houghley (we admit blushing, to have spelled it Hoey) on the other hand, has been assigned to network buying at L & N.



**This is work? What a life!**

Grey Advertising buyer Hank Hudson entertains lovely office visitors from Florida

ago from Irving Trust, International division. A bachelor still, Hank lives with his parents and family in Morristown, N. J. He was graduated—cum laude—from Georgetown U.'s (Washington, D.C.) School of Foreign Service in 1959. Despite the fact he seemed headed in another career channel during his school days, Hank is happy he chose this phase of the advertising world. What's more, he's aiming at top echelon account work.

Can't help wondering: Who can top Zlowe's (New York) Arthur Edelstein when it comes to logging buying tour mileage? Art, who buys on DeLuxe Toys, has clocked over 30,000 miles so far this year sizing up potential buying markets all across the country.





Rich, rich, southern New England loves the sounds of America  
on



# AMERICANA



A musical and verbal portrait of the United States, past and present

PROGRAMMING THE BEST OF

FOLK SONGS

COUNTRY MUSIC

RALLYING SONGS

DIXIELAND

TIN PAN ALLEY HITS

JAZZ

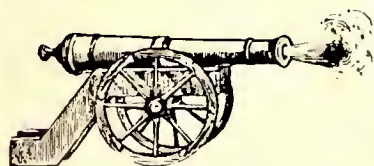
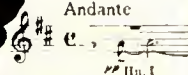
SHOW TUNES

WESTERN SONGS

AMERICAN CLASSICS



Andante



COMMENTS BY EXPERTS ON

*History and Customs*

*Prose and Poetry*

*Furniture and Cookery*

*Books and Printing*

*Art and Art Objects*

*Fads and Foibles*



EVERY DAY

Monday through Friday

2:05 - 3:25 p. m.



## WTIC Radio 50,000 watts

HARTFORD, CONNECTICUT

REPRESENTED BY HENRY I. CRISTAL CO.





# WAVE-TV gives you 28.8% more SHOPPERS —28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales!  
Ask Katz for the complete story.

**CHANNEL 3 • MAXIMUM POWER**  
**NBC • LOUISVILLE**

The Katz Agency, National Representatives



## TESTING TV COMMERCIALS

(Continued from page 33)

Can "attitude shift" (a measure of potential selling power) as a result of exposure to a commercial be measured? In the educated opinion of Grey Advertising's battery of researchers it can, indeed. The Grey technique for charting the selling effectiveness of a commercial makes use of the "most advanced tools of measurement from rating scales to electronic computers" and reportedly "eliminates the experimental bias so often found in the usual before-and-after methods."

**Don't trust chance.** Pierre Marquis, vice president and general manager of Audience Studies, Inc., a subsidiary of Screen Gems, whose commercial-testing services are used by many agencies, tv producers, and networks, told SPONSOR that with the advent of the new tv season, advertisers and their agencies are once again looking at ratings. "They should also be concerned with whether their commercials are effective in influencing the viewers in favor of the product," he said. "While there are ratings for tv programs, there are no similar ratings for a commercial's sales effectiveness. Thus the advertiser has this problem: should he air his commercial untested and hope for the best or should he have his commercial tested in advance? More and more, the answer has been the latter. Tv is too expensive to allow an advertiser to leave to chance the question of whether his commercial will or will not do the job."

**Is message clicking?** "It never ceases to amaze us that an advertiser who will invest millions of dollars in time and talent, additional money in the creation and production of his commercials, and large sums in program merchandising and promotion—will then risk a poor return on his investment through neglect," F. Wallace Knudsen, vice president and director of TV Surveys, Inc., commented. "Is your message getting across to your viewers?" This is the question advertisers should constantly be asking themselves. The fact is that any national advertiser who is not continuously researching his

(Please turn to page 58)



# **-THINK-**

Why does the largest local television advertiser spend over 90% of his advertising budget on KRNT-TV? And why has he for several years?

Try to think like the owner does.

If it was all your own money and all your own sweat and tears that had built up an outstanding business, and that business was all you had between your family and the poor house, you'd soon find out the best television station to use. If it was a question of sink or swim, you'd swim or you wouldn't have been smart enough to start the business in the first place. You would want advertising effectiveness—want it real bad . . . have to have it. You could take or leave alone all that jazz about ratings, total homes, cost per thousand and on ad infinitum. You'd seek to buy sales at your dealers' cash registers for your advertising dollar. Every moment would be the moment of truth for your advertising because you had to eat on the results.

Well, that's the way this local advertiser thinks and acts and so do many more like him here in Iowa's capital city.

Think of this . . . nearly 80% of the total local television dollar is spent on this one-rate station and has been since the station's inception. In a three-station market, too, by government figures! Such popularity must be deserved!

Think—Tis the till that tells the tale.

If you seek to sell your good goods in this good market, this is a good station for you to advertise them on. People believe what we say. We sell results.

# **KRNT-TV**

## **Des Moines Television**

Represented by The Katz Agency

An Operation of Cowles Magazines and Broadcasting, Inc.

# "In the Charlotte market results mean WSOC-TV"...Leon Robbins

*"Orkin, world's largest pest control firm, is in business to sell pest and termite protection to homes and industry. An important factor in Orkin's amazing growth has been broadcast. Since the day WSOC-TV went on the air we have scheduled them each year. Results speak for themselves. In the Charlotte market, results mean WSOC-TV."*

**LEON ROBBINS, Adv. Mgr.**  
Orkin Exterminating Co., Inc.  
Atlanta, Georgia

HOME OFFICE FOR  
**Orkin**  
he sake of your  
NEAR S. MILKEY  
NEASTERN CONC  
CENTRAL CONC

Orkin Exterminating Company's new home office on Piedmont Road in Atlanta will be ready for occupancy in 1963.

Nearby neighbors get to know a lot about you. Fast. So when you are scheduling in the Carolinas, take a lead from Southeastern advertisers and agencies who know the Charlotte market best. Go strong with WSOC-TV. You'll like the personal support and follow-through our staff people give you. You'll like the sales our big audience gives you. WSOC-TV is one of the great area stations of the nation.

## WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton



# WASHINGTON WEEK

19 NOVEMBER 1962 / Copyright 1962

What's happening  
in U.S. Government  
that affects sponsors,  
agencies, stations

There is some suspicion that it might be called the Henry Hiatus. The FCC, with a full agenda of very important questions to settle, has been very quiet for months. Whether or not the pause was so intended, the newest commissioner has been getting a chance to familiarize himself with these questions.

Henry has remarked privately that it wasn't until he began to learn about the regulatory job he has undertaken that he realized how little he knew about it. In his early months on the FCC, he has passed up many opportunities to vote. Meantime, the major questions such as network option time, network regulation, new programing forms have been allowed to slide.

It is now believed that the Commission will shortly turn from the comparatively unimportant matters it has been deciding for some time to tackle some of the highly controversial and very important problems. It is also believed that E. William Henry will shortly stop abstaining from voting.

The second New Frontier FCC appointee has been playing it close to the vest on the matter of whether he'll play Follow-the-Leader with the first, Newton Minow. But the consensus of opinion is that it will be a rare matter which finds these two voting on opposite sides of the fence.

FCC Commissioner Frederick Ford isn't exactly a voice crying in the wilderness with respect to his call for tearing down Sec. 315 and starting all over from the beginning.

He could almost surely count on the votes of Commissioners Rosel Hyde and T. A. M. Craven. This would make the vote, at worst, 4-3 against the proposition. However, it is entirely possible that one of the other Commissioners might vote with him to carry the day.

The FCC feels the equal time provisions represent as much of a regulatory burden as they do a burden for broadcasters. The idea of a set of rules less cumbersome on all concerned, developed cooperatively by FCC, Congress, politicians and broadcasters, could be appealing to Commissioners.

The chances are, however, that no vote will ever be taken. Because, of course, it is Congress which decides whether or not the law should be changed. The Commission would probably avoid sticking its neck out, other than to testify in general terms about how Sec. 315 has worked out, when and if the proper Congressional Committees hold hearings. FCC would also recommend changes, which would require a vote, if asked to.

A minor case in terms of the interests involved (two small town radio stations and one small town newspaper) will probably become a landmark case for advertisers and advertising.

The Supreme Court has agreed to hear arguments in a case involving ads placed by a Texas optometrist for eyeglasses on KHOB and KWEW and in Hobbs Flare, all Hobbs, N. M. State law forbids advertising of eyeglasses. The newspaper and KHOB took the case to courts, but lost in New Mexico.

This brought the station and paper to the Supreme Court with their argument that New Mexico, in banning the ads, is interfering with interstate commerce. The fact that the Supreme Court agreed to hear the case—it turns down most appeals without comment—indicates that the highest court believes the case involves substantial Federal questions, and is important.

Most importantly, after hearing arguments there will likely be a detailed Supreme Court decision which will thereafter be a precedent when and if States attempt to regulate or otherwise tamper with interstate advertising.

# SPONSOR HEARS

19 NOVEMBER 1962 / Copyright 1962

A round-up of  
trade talk, trends and  
tips for admen

Put down Pat Weaver as probably No. 1 among multiple title holders in the advertising business.

He's already graced with two, chairman of the board of McCann-Erickson International and president of M-E Productions, and there's a third in process of being carved out for him.

The third one will have to do with his latest assignment: heading up all Interpublic's media affairs.

The share of viewer attention that ABC TV's election returns garnered has inspired some of the Madison Avenue sophisticates to wonder out loud whether James Hagerly's orientation to crack experts instead of personalities has put his prospects on the right track.

Their view: every phase of tv entails a strong emphasis on showmanship and that includes the personal conveyance of news commentary; the news talent can be of the highest order but unless the element of personality, or showmanship, shines through, the task of gaining mass appeal is a pretty tough one.

Veteran tradepaper newsmen may have derived a bit of the sardonic from the networks' justifiable protest against some of the news curbs put into effect by the Administration during the Cuban crisis.

These veterans perhaps couldn't resist recalling the networks' own gradual tightening of control over intramural news during recent years.

An agency which was recently dropped by the wayside when an eight-figure tv account realigned its stable of agencies has a sort of benchmark in the relationship.

Deterioration in its hold on the business dates back to the day when the account supervisor skipped over the head of the market director to the company president with the presentation of a brainflash.

Don't let anybody tell you that the ad agency business lacks a vein of sentimentality.

Existing in some of the very oldline agencies are batches of accounts that have been in the house for many years and whose commissions don't pay for their keep.

Top managements of such accounts may have changed but the agencies would rather go on wrestling with this problem than put themselves in the position of what might be likened to abandoning an old friend just because he hasn't kept up with the Joneses.

Just to keep the record straight: Hazel Bishop in late August issued a communique that it would back up its new Continental lipstick and nailpolish with a six-week saturation campaign in 150 tv markets starting in September.

The fact: the list came to around 70 markets. There has been no network since June.

You'd be somewhat premature if you pointed to what's happened to Lambert & Feasley as marking the end of the era of the substantially endowed house agency.

There's still Vick's Morse International, remember!





# MORE

## LISTENERS IN CINCINNATI THAN ANY\* OTHER STATION

- MORE Adult Men 18 to 49
- MORE Adult Women 18 to 49
- MORE Teenagers and Children

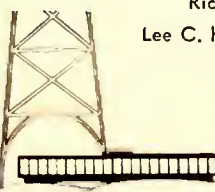
**\*CALL**

Robert E. Eastman & Co., Inc.

JUPITER BROADCASTING

He'll prove it to you  
with the latest Pulse  
and Hooper Figures!

# wsai

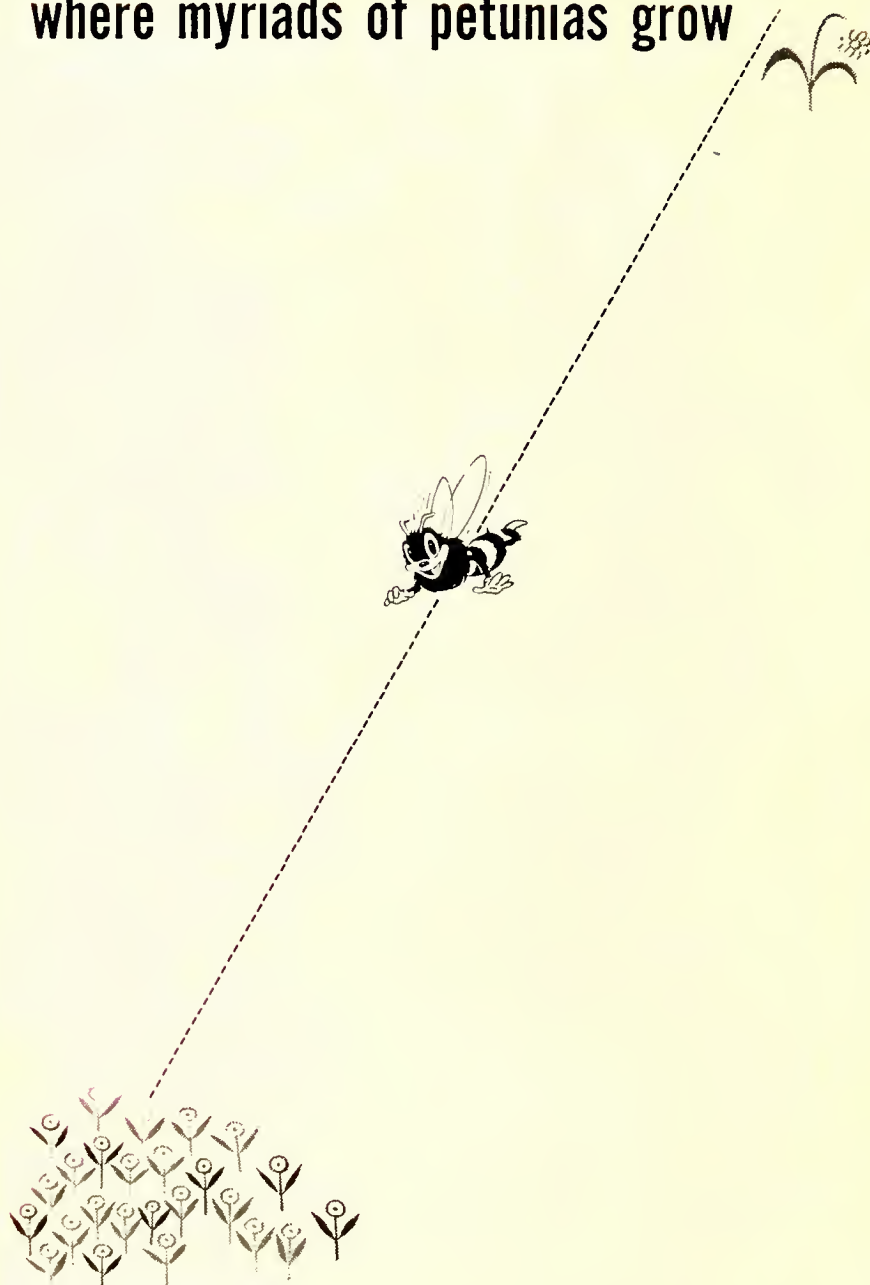


Richard E. Nason, Pres.  
Lee C. Hanson, Gen'l. Sales Mgr.

*Radio*  
in cincinnati



## The smartest bees are those who go where myriads of petunias grow



Smart advertising planners recognize the rich sales potential of Inland California and Western Nevada markets. And they know that a single media decision can put a selling message into this entire area. BEELINE RADIO does it. The McClatchy stations reach more radio homes than any other combination of stations here — at the lowest cost per thousand. (Nielsen Coverage Service 1961, SR&D.)

### McClatchy Broadcasting Company

delivers more for the money in Inland California and Western Nevada

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE

KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO • KERN BAKERSFIELD



## TESTING TV COMMERCIALS

(Continued from page 52)

copy and its effect on viewers is jeopardizing a very sizable investment. Today there are nearly as many types of copy testing as there are copy approaches. The salient point is that for him to do nothing is foolhardy and, more important, can be wasteful."

Like others in the field of tv commercial testing, Eric Marder, head of Eric Marder Associates, a market and advertising research organization, feels that until recently this aspect of advertising was in a state of intellectual chaos. Marder recently observed that testers had worked haphazardly without a basic theory of advertising and without a specific definition of the objectives of advertising.

"Finding that it was technically difficult or expensive to do what needed to be done, they did instead what was easy and cheap to do," Marder said. "The emphasis was on grinding out a lot of numbers rather than on getting the right answers."

Marder was convinced that the situation was changing rapidly and that more and more advertisers are realizing that they have a major stake in the tv commercials they run—and are questioning to what extent the numbers obtained in many so called "tests" reflect what actually goes on in the world.

**Two requirements.** "In our work, we are acutely conscious of this problem," Marder noted. "We don't want to measure artifacts. We don't want to measure peculiarities of the test situation. We want to make certain that we are measuring the actual effects produced by the commercial itself. Accordingly, we have deliberately limited ourselves to what we call 'real-life' tests. By 'real-life' tests, we mean tests that meet at least two requirements."

These requirements are a) that the respondent does not know at the time of being exposed to the commercial that he is participating in the test, and that b) the respondent does not know at the time of being interviewed that there is any connection between the interview and his prior exposure to the commercial."



# Catch-2

"Don't waste your time," Doc PhD told him.

"There must be other stations in Eastern Iowa."

"We disappeared them."

"Read me your last line back."

"Read me your last line back."

"Not *my* last line—your last line."

"We disappeared them."

"How can you disappear a station?"

"Atrophy."

"A trophy as in coveted award?"

"No. Atrophy as in a tv set's front end."

"Where?"

"In Eastern Iowa. The Darwin of the air waves\* has chronicled evolution at work. Because WMT-TV (Channel 2) (CBS television for Eastern Iowa) is number one in share of audience in all time periods from sign-on to sign-off, Sunday through Saturday, many channel selectors of the front ends of sets in the area have atrophied."

"There must be a catch."

"Yeah. Catch-2, as Eastern Iowans do."

*\*ARB. The Katz Agency, our national reps, has additional anthropological and technical data.*





# Alert

CBS

## WHBF

radio • fm • television

IN RICH ROCHESTER, N.Y....

THE SOUND OF THE CITY IS...

### THE NEW WROC

- ★ NBC BASIC with NEWS, EMPHASIS, MONITOR
- ★ LIVE ACTION LOCAL SPORTS
- ★ DYNAMIC LOCAL NEWS COVERAGE
- ★ NEW "SOUND OF THE CITY" PERSONALITIES

CONTACT YOUR  
PETRY REP OR

JIM SCHOONOVER  
Station Manager



**WROC RADIO**  
ROCHESTER, N.Y. 1280 NBC



Program may be key. Max Trendrich, executive v.p. and director of media, Weiss & Geller, Inc., pointed out that copy testing in advance of publication has long been an aid to the creative services at agencies. However, pre-testing of tv commercials without exposure in actual market situations may not be the answer. "The Lestoil commercials, in the inception, may not have been prize winners, but look at the results!" Trendrich said. "Harry and Bert, now brought back by 'popular demand,' seem to have been well-liked but did they sell beer?"

According to Trendrich, the program in which a commercial is placed may be the determinant of its effectiveness. The star of the show, the mood of the show, the type of show, the geographic area in which the program is shown, the position of the commercial within the show, what the viewer is doing at the time the program is being watched, all may influence the attention the viewer may give to a commercial. "How to plot these variables into a formula or a plan for pre-determining the effectiveness of commercials is quite difficult," Trendrich concluded.

**Out-of-town opening.** Testing tv commercials is like an out-of-town tryout for a Broadway show, in the collective opinion of Arthur C. Mayer, v.p. and copy director and Vincent J. Daraio, v.p., tv program and production, Hicks & Greist, Inc. Both men said that before "we test, particularly if it is a question of format (animation vs. live action or jingle vs. straight narration), we check our files to make sure the test has not already

been performed on the commercial by some reliable outside service.

"We maintain extensive files of material covering results of our own and other previous tests," they said. "However, if there had been no previous test covering the area being considered, we would test for one of two reasons. We would test the strength of a proposed copy appeal (does the viewer interpret our message as it was intended) as compared with another appeal. Or we would test a new technique, an untested technique, to prove its value or remove any doubts that might exist about using it."

However, results of any test must be taken with a grain of salt, because any result will only show what people like or what they remember, Mayer and Daraio observed. "There's never been a test that will show whether as a result of a commercial, people will buy. In the final analysis, one must make the commercial, put it in the market place, either nationwide or in test markets. The only conclusive test result is the sales action in the market place."

**Testing is compulsory.** Leslie L. Dunier, v. p. in charge of radio-tv, Mogul Williams & Saylor observed that "it's not only advisable but we think it's compulsory to test commercials in one form or another before huge budgets are expended.

"Several years ago—with the advent of video tape—we first experimented with various creative approaches including this new commercial technique," Dunier recalled. "We employed the facilities of a small-market tv station to

## KOFY

**Is the Solid Spanish Diet  
of 394,286\* Latins in the  
San Francisco/Oakland Bay area  
at 1050 kc. from 8:45 a.m. till Sign Off!**

### MARKET FACTS

Median Annual Income .....\$5,710\*  
Gainfully employed males ....91.3%  
Gainfully employed females 32.8%  
Home ownership .....55.5%

\*Far West Surveys, Latin pop.—6/62  
AFFILIATED WITH THE

For MORE  
qualitative data:  
IN SAN FRANCISCO, CALL  
**KOFY —YU 2-9933**  
IN NEW YORK, CALL  
**ETV —YU 6-9717**

Spanish  Market Group



produce a series of inexpensive tape spots. As part of our agreement with the station for offering such facilities, we developed a test media schedule for the purpose of transmitting the commercials to a consumer panel. Reactions of consumers were often enlightening and helpful in the planning of final commercials. Even before we produce test-commercials, we check out the storyboards vis-a-vis competition through a standard q-and-a interview. This instant testing technique, which I believe is now used by many other agencies, provides us with an objective guide in determining how successfully we've managed to stress the major copy points and how deep an impression they've made in the viewer's mind. The high cost of tv advertising makes it imperative to pre-test whenever practical. If it's *de rigueur* to test-drive a \$3,000 car before buying it, can there be any valid argument against pre-testing a campaign costing 100 times that amount?"

**Using mobile surveys.** Mobile surveys with the use of trailers are proving inexpensive ways of testing commercials. This is being vividly demonstrated by at least one advertising agency, namely Tatham-Laird, Inc., Chicago-based organization, and also Universal Marketing Research (the Modern Advertising Laboratory), and the Graham Research Service founded by John E. Graham. Tatham-Laird started testing copy and other elements of advertising two years ago but its present equipment, a familiar sight in Chicago shopping centers, came into being early this year. Participants assisting in the tests receive \$1 merchandise certificates. The agency seeks measurements on 1) basic appeal of sales proposition; 2) respondent's understanding of the proposition; 3) respondent's sense of personal involvement with product; 4) believability of the ad's promises or claims; 5) attitudes created by ad toward product and 6) attitudes created by ad toward ad itself.

Similarly, Universal Marketing Research sets up its trailer near a "class-spread" shopping center. The purpose of the testing session is not disguised. Commercials are placed in a neutral five-minute film in or-

der to cut down on the starkness ordinarily attending the display of commercials alone. No more than three commercials are included in any one showing. Interviews by highly trained full-time employees follow the showing of commercials.

Any discussion of the various methods of copy testing seems to generate a good deal of emotion, due at least in part to confusion over the means by which advertising actually achieves its effect, Hugh S. Hardy, president of Universal Marketing Research, told

SPONSOR. "Obviously, one must have a consistent theory of advertising, if a valid technique of measuring copy effectiveness is to be developed," he insisted.

**Purpose of advertising.** Hardy explained that advertising is not just a message or a piece of communication. "It is a cause which is supposed to produce a change in something else," Hardy said. "Even though the ultimate change (or effect) may be increased sales, there are few occasions when sales are a suitable gauge for measuring ad-



George Kupper, of Peters, Griffin, Woodward, "inthalts" Jerry Sprague into the Club.

## Jerry Sprague, of Cunningham & Walsh, joins the Tricorn Club

Actually, he's belonged for years. Just never got around to being "hatted." He's belonged because Jerry knows North Carolina's No. 1 metropolitan market is that combined three-city "tricorn" . . . Winston-Salem, Greensboro, High Point. Jerry and other media experts know it's first by those basic marketing yardsticks of population, households and retail sales. Now, how can a sales-minded spot TV schedule afford to omit the No. 1 metropolitan market in the state that is 12th in population? Big bonus, too—of 14 other thriving cities and lush farm country. All covered to their eyes and ears by WSJS Television, night and day. P. S.: Stumped for a test market—isolated, balanced, inexpensive? We take orders of all sizes.

Source: U. S. Census

**WSJS** TELEVISION **NB**  
WINSTON-SALEM/GREENSBORO HIGH POINT



## WTRF-TV STORY BOARD



"Look spot!"\*

IT'S OBVIOUS... that the difference between an evening gown and a bathing suit is not material. If clothes are designed to "let women express themselves," some gals have darn little to say, as we see it!

wtrf-tv Wheeling

HOW TO tell a happy motorcyclist? By the bugs on his teeth.

Wheeling wtrf-tv

THE LITTLE GIRL telling about her operation. "They told me it wouldn't hurt and they stuck a needle in my arm and guess what, I disappeared!"

wtrf-tv Wheeling

DOWN-TO-EARTH! We know a woman who gets thrilled when her husband is down and out. Mrs. Chirra.

Wheeling wtrf-tv

CARRYING THE BALL! Hear about the football star who dropped out of college? He got tired of his dad writing for money.

wtrf-tv Wheeling

STORY ABROAD! Queen Isabella: "Welcome home!" Columbus: "Thanks, your Majesty. Now let me tell you about a funny thing that happened to me on the way to India."

Wheeling wtrf-tv

\*SPOTS BEFORE THEIR EYES mean big sell for advertisers and the WTRF-TV audience hits the seven spot for TV entertainment in the rich Wheeling-Steubenville Industrial Ohio Valley. Get on the Wheeling Brandwagon, Rep. George Hollingbery will be glad to arrange it. Ask George or write us for your set of WTRFteffigies, our frameable Adworld Series.

wtrf-tv Wheeling

BOB FERGUSON says: "Man blames fate for accidents but feels personally responsible when he makes a hole-in-one."

CHANNEL SEVEN **WB** WHEELING, WEST VIRGINIA

# 333,501

(APPROXIMATELY)

Give or take a few, WSBT-TV has added 333,500 persons to its potential audience. WSBT-TV now covers 8000 sq. miles in Northern Indiana and Southern Michigan... has a total potential audience of 1.3 million. And it's all based on a new 1047 ft. tower, FCC contour maps and the 1960 census. This new TV market situation in South Bend warrants your study. We have the details; so have Raymer men. Check us out!

## WSBT-TV

SOUTH BEND, INDIANA  
Channel 22



Paul H. Raymer, National Representative

vertising effect. Stated in terms of immediate effect, the purpose of advertising is to produce some change in the way consumers perceive the brand, in their 'appreciation' of the brand. A valid measure of advertising effect must express the difference between two situations, avoiding the contamination of effects due to other causes."

**Three concepts.** The Graham facilities include a trailer and several buses in the Metropolitan New York City area. Also available are mobile bus facilities in 15 cities, each unit equipped with a simulated tv set. Mobile units, Graham said, travel to pre-selected locations for testing purposes. From Graham's work in testing tv commercials, three concepts stand out. First, advertisers must pre-test tv commercials or suffer the consequences of operating in a vacuum of darkness. Second, a method must be selected which is best suited to advertisers' needs, and this method must be used consistently. Third, the method should include retention to measure the selling message impact, pre- and post-viewing attitude scales to measure net gains or losses, and post-viewing rating scales to measure brand image patterns.

Said Graham: "As a post-measure of tv commercial effectiveness (or any kind of ad effectiveness) we have been conducting what we call 'Advertising Penetration Surveys' for over 15 years. These surveys are discussed in detail in Rosser Reeves' 'Reality in Advertising'."

Graham said that his organization conducted for Ted Bates & Co. all of the advertising penetration

surveys which were used by Reeves in preparing his book.

**Telephone interviews.** Priding itself on using advanced techniques, as well as being flexible and fast is TV Surveys, Inc., a division of Audits & Surveys Co. TV Surveys reports are based on telephone interviews in 10 major markets 24 hours after a client's commercial telecast. Reports are based on reactions of 200 women viewers of the program which carried the commercial. The following data is furnished: 1) number and percent of program viewers recalling commercial; 2) comparison of commercial's recall score with score achieved by other commercials in client's product group; 3) further comparison of commercial's recall score with TV Surveys' norm for viewers, recall of commercials in all product categories; 4) analysis of what program viewers say they recall seeing and hearing about commercials; 5) unedited transcript of viewer comment on commercial, and numerous other findings. ▼

### FILM SYNDICATION

(Continued from page 37)

ventions, art, etc.); 3) *Jim Moran Show* in color (famous publicist); 4) *Story of James Dean* (bio of the late actor); 5) *Jazz Show* (Al Hirt, etc.), and 6) *Money Isn't Everything* (original musical comedy spoof on credit cards—Government hires adman to "sell" money to people).

"Somebody has to initiate production," Nathan added. "The feature movies and other sources of supply are gradually drying up."

**ITC.** Abe Mandell, ITC's executive vice president, kept the vote

## XEXX

**Sells to ¼ Million Latin consumers in the San Diego Tijuana metro area, with 100% Spanish programming all day, every day!**

Virtual geographic severance has created the "free port" of Tijuana where large, efficient and modern Supermarkets feature huge stocks of U.S. brandname products!

Suburban San Diego: CHULA VISTA, NATIONAL CITY, SAN YSIDRO, and others are dominantly Spanish-speaking!

AFFILIATED WITH THE

Spanish  Market Group

**INVESTIGATE this "sleeper market:"**

IN NEW YORK CALL

**TV - YU 6-9717**



unanimous by acknowledging the help of reps in "starting the ball rolling" for their syndie product.

Uppermost in his mind, however, were two current ITC projects. First is the firm's program participation plan (to extend telecasting after usual sign-off time); the second is the all-out merchandising campaign, beginning in March, to be tied in with the half-hour *Superstar* series. More than 100 items (toys, games, soaps, clothes, etc.) already are being made by over 50 manufacturers.

Mandell also added that ITC's *Broadway Goes Latin*, produced by Milton Lehr, is now in over 30 markets.

Smith, who took over as Pathe/Cinema-Vue president in January, said his experience with reps "hasn't been too extensive." He added that his sales force "is as big as that of most companies, and we usually sell direct to stations and agencies."

The main job, Smith said, "is to bring the company back to its old stature, and to make the old rooster row again—proudly."

**The Fontaine Show.** "Our big stroke of luck," he continued, "is that we've got 39 half-hour programs taken about four years ago featuring Frank Fontaine who has turned out to be the comedy sensation of the year on the *Jackie Gleason Show*. Today this series, called *Showtime*, would cost about \$1,200,000 to produce. Frank does his "Crazy" bit, and some of the stars include Toni Arden, Burl Ives, Charlie Barnet, Allan Jones, Lawrence Welk, Gale Storm, and many others. We're starting to sell the series now."

Stating that Pathe has 38 million feet of film to work with, Smith said: "To survive in the independent production and distribution field, you *must* be creative, work like hell to sell, and come up with unusual programing. We realize we can't compete with the MCA's, so we have to be creative.

"Our *Milestones of the Century* (past events) is in 60 markets," Smith continued, "and we're making a pilot for 39 half-hours called *Our Changing World*. We will release three kid shows in 1936: *The Wonderful Planet Earth*, *Yankee Doodle Tales*, and *Science Scouts*.

"Also going into production right after the first of the year will be 39 world-travel adventures, photographed in color by explorer Jorgen Bisch, a Dane.

"We then plan to make a full-length motion picture—*The World Laughs*—with a lot of old-time comedians, including Buster Keaton, Harold Lloyd, and Charlie Chaplin.

"We're also going strongly into tv news," Smith concluded, "and we have received a lot of good reaction from stations about setting up an operation similar to that of the wire services."

Carlton (of Trans-Lux) reasoned, in a long statement, that reps don't affect his firm to any extent one way or another.

But he pointed out: "... that a rep firm could beneficially increase its service to its stations by taking a stronger position in the program area, making positive recommendations utilizing their knowledge of the station's program structure. This would still mean that the rep would have to rely upon the experience factor rather than straight program evaluation. Otherwise, they would become a supplemental buying service for which no rep is presently geared."

**The Mighty Hercules.** As did his colleagues, Carlton found time for a commercial. He announced: "New York's newest fully equipped animation studio, Adventure Cartoons for Television, Inc., has been opened in midtown to produce *The Mighty Hercules* cartoon series for Trans-Lux."

## HOWARD PROFILE

(Continued from page 39)

tising can change it. What will we do about it? This is the question that was asked of me, and this is probably the reason I'm now in advertising."

One problem is getting people on the move, Howard points out. "We must get the idea across that travel is a cultural necessity in this country. A slogan might be: you don't have to see America first, but you do have to see it sometime." The study, involving over 2,000 passengers, showed only 38% went away from home on their vacation. "It's a staggering figure," Howard admitted.

## WALA-TV 10

—the only Mobile station providing city-grade coverage to Mobile and Pensacola.

### COMPARE COVERAGE

The Mississippi Gulf Coast, West Florida and South Alabama all get NBC Color from WALA-TV.

### COMPARE COST

When comparing metro rankings, don't forget to combine the Mobile and Pensacola figures: the only NBC coverage in both cities is yours for the price of one on WALA-TV.

The WALA-TV Market—  
Over A MILLION PEOPLE with  
nearly \$2 BILLION to spend!

Contact:  
Select Stations, Inc.  
or  
Clarke Brown Co.



TALLEST TOWER ON THE GULF COAST

WALA-TV 10



MOBILE - PENSACOLA

Cuisine Exquise . . . Dans  
Une Atmosphère Élégante



575 Park Avenue at 63rd St  
NEW YORK

Lunch and Dinner Reservations  
Michel : TEmpleton 8-6490



**Car rental ties.** Howard feels there are indications of solid potential in places where the company can direct merchandising and advertising effort. Of the people studied, 65% said it was important to have a car at the destination. "We've done a little more work on this, and we feel it may be more of an emotional thing than an actual fact. I think the study found that once the travelers arrived at their destination they didn't really drive around a great deal. But the idea apparently is the freedom to move at the other end. Here I think any tie-ins that we can achieve with the rental car people and other kinds of promotions in this area are certainly going to pay off."

**Pleasure passengers.** The ad director seems particularly concerned about the low number of pleasure travelers, and plans to use advertising to do something about it. Exact media plans have not been decided yet. The predictions of great growth in recreational travel resulting from more leisure, better education, and higher incomes, have not been realized. Not only the airlines, but other segments of domestic travel are suffering. Howard pointed out the railroads' financial troubles familiar to everyone.

"One of the staggering things learned in the ORC studies was that only 10% said that they had considered air for their trip. This is a problem probably for media and mass media advertising. We at Eastern feel that this creates a problem, but we're not going to sit down and say 'well, that's too bad, we'll have to rely on the business-

man market to fill the empty seats.' We have to keep working on advertising ideas to build pleasure travel."

"One pleasure travel idea we're very excited about is a system reducing fares 15% for all seven-day-or-more trips. If the idea goes through we'd be advertising it extensively on radio."

**Outside the office.** As a new advertising executive brought into focus by the recent company re-organization, Howard seeks needed relaxation on the outside. When he is not at home in Brooklyn Heights reading with his wife and three daughters, he often can be found on the tennis courts.

Reading is his primary pleasure. Howard enjoys historical and political novels, particularly by Russian authors. "Russian writers keep you busy for three or four months so you don't have to worry so much about what you're going to read next."

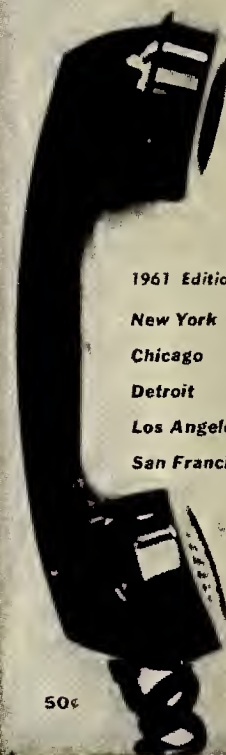
Born in the railroad town of Altoona, Pa., Howard was graduated from Trinity School in New York City, received his B.A. degree from the University of Virginia in 1951, and later an M.A. in business administration from New York University.

Although the new ad director is active in several outside activities, he is most proud of his office as vice president of the Brooklyn Heights Assn., said to be the oldest civic organization in the U. S.

Vacations are a thing much too infrequent for travel-minded Howard, but when the time comes he takes his wife to Mexico, Puerto Rico, Miami, and Bermuda—by Eastern, of course.

# 1963 edition off the press!

## SPONSOR'S 5-CITY TV/RADIO DIRECTORY



... just about every 'phone number you need in these five big cities is in SPONSOR'S 5-CITY TV/RADIO DIRECTORY.

Networks, groups, reps, agencies, advertisers. Film, tape, music and news services. Research and promotion. Trade associations (and even trade publications).

All in the convenient pocket-size, for only \$.50 per copy; 10 copies, \$3.50 each; 50 copies, \$25 each.

## SPONSOR SERVICES

555 Fifth Avenue, N. Y. 17


# WMET

**Miami's 1st All-Spanish Voice  
is the Preferred Station of  
261,381\*\* Latins!**

PROGRAM	SHARE*
"Radio Reloj" .....	43%
"Norman Diaz" .....	51%
"Novelas" .....	35%
"Musica" .....	31%

\*Spanish Pulse-June/July '62, average ¼ hour shares.

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\*\*For official Latin population breakdown:

IN MIAMI, CALL

**WMET-751-9743**

IN NEW YORK, CALL

**ETV-YU 6-9717**



**WANT TO SELL  
THE 1 BILLION DOLLAR  
LOS ANGELES  
NEGRO MARKET**

**?**

**KGFJ**

reaches this market best at  
the lowest (rate card) cost per  
thousand because KGFJ has:

- |   |  |
|---|--|
| <b>1</b> TOP DJ PERSONALITIES                                   | <b>5</b> EXCLUSIVE PROGRAMS OF<br>VITAL INTEREST TO ALL NEGROS     |
| <b>2</b> PARTICIPATION & COVERAGE<br>OF NEGRO COMMUNITY AFFAIRS | <b>6</b> PUBLIC SERVICE FOR CIVIC,<br>SOCIAL & RELIGIOUS FUNCTIONS |
| <b>3</b> SPIRITUAL & RELIGIOUS PROGRAMS                         | <b>7</b> SPORTS BULLETINS  |
| <b>4</b> NEWS OF NEGRO COMMUNITIES                              |  |

**KGFJ** **NON-DIRECTIONAL SIGNAL — 24 HOURS A DAY**  
1230 on Your Dial

4550 MELROSE AVENUE, LOS ANGELES 29, CALIFORNIA • Phone: NOrmandy 3-1181  
Represented by: BERNARD HOWARD & CO., New York, Chicago, Atlanta, San Francisco

THE PIONEER STATION PROGRAMMING 100% TO THE LOS ANGELES NEGRO MARKET



# SPONSOR-WEEK

Continued



## PGW stations hold special seminar at BPA

Stations repped by PGW held special meetings of their own during the BPA Dallas convention. Gathered here are (l-r): Charles Clapp, WSJS-TV, Winston-Salem; Dick Robertson; Glenn Kyker, Detroit; Mike Artist, WAST, Albany; Tom Cousins, WCCO, Minneapolis-St. Paul; Lon King, PGW; Phil Wygant, WBAP-TV, Ft. Worth; Roy C. Pedersen, WDAY-TV, Fargo; Paul Ruhle, WSIX, Nashville



## And Petry also arranges seminar for promotion people

Front row (l-r): Kirt Harriss, KPRC-TV, Houston; Dorothy Mugford, WNEP-TV, Scranton-Wilkes-Barre; Cecelia Gauss, WNEM-TV, Bay City; Montez Tjaden, KWTU, Oklahoma City; Charles Cash, WSB-TV, Atlanta. Second row: Bill Steese; Jud Woods, WDAF-TV, Kansas City; Lou Froeb, WTHI-TV, Terre Haute; Gary Walker, KCOP (TV), L.A.; Art Seabolt, WTVD, Durham; Casey Cohlma, WFAA-TV, Dallas; Charlie Larkins, WOAI-TV, San Antonio; Amos Eastridge, KMTV, Omaha. Third row: Jack Carter; Marcus Martlett, WSB-TV; Jerry Carden, WSM-TV, Nashville; Dan Bellus, Transcontinent TV; Ben Holmes; Galen Litethorp, KMTV; George Sperry, WGR-TV, Buffalo; Phil Harrison, WSB-TV; Paul Bein, KOB-TV, Albuquerque; Jim Hanlon, WGN-TV, Chicago

## Advertisers

Six new directors of the Assn. of National Advertisers were named at the ANA's annual meeting in Hot Springs.

They are:

Richard Borden, Atlantic Refining advertising manager; James S. Fish, vice president and advertising director of General Mills; T. M. Hunt, general manager, advertising and promotion, Aluminum Co. of America; John B. Hunter, Jr., director of advertising, B. F. Goodrich; George H. West, director of advertising and sales promotion, Consolidated Electrodynamics; Ernest P. Zobian, executive vice president, Vick Chemical.

**Campaigns:** General Mills will use the Hershey name for the third time this year. This time it's in connection with the promotion of Cocoa Puffs. Campaign breaks 1 December and will include "King Leonardo" on NBC TV and "Rocky and His Friends," syndicated in more than 70 markets. Dancer-Fitzgerald-Sample is the agency.

**PEOPLE ON THE MOVE:** Charles H. Startup to vice president in charge of sales and Herbert R. Degnan to vice president in charge of finance of National Car Rental System . . . Allen A. Atwood, Jr., to marketing manager for mixes at General Mills . . . Patrick D. Keenan to product manager of specialty baking mixes and Arthur R. Schulze to product manager of Angel Food and Chiffon cake mixes at General Mills, both from P&G . . . John C. Negri to advertising manager in the Biscuit division and Sheldon L. Holzer to assistant advertising manager of the Nabisco special products division at National Biscuit . . . Earle K. Borman, Jr., to brand manager of Medi-Quik at Lehn & Fink . . . David W. Stotter to vice president in charge of marketing for Drewrys Ltd., U.S.A., from MacFarland, Aveyard.

## Agencies

Wesley Associates is expanding with the acquisition of the Wen-



dell P. Colton Co.

The move, effective the end of this month, moves Wesley into the \$12 million billing bracket.

The agency started its expansion moves in January of this year with the purchase of the Mann-Ellis Agency and the establishment of a European subsidiary in Geneva.

The new subsidiary will be known as the Wendell P. Colton division of the Wesley Associates. It services several accounts in the travel, transportation, resort and hotel fields.

**Agency appointments:** Transcontinent Television Corp. to Wesley Associates, effective 1 January . . . The Rambler Dealers' Assn. of Greater St. Louis to Winus-Brandon. Major emphasis will be on radio and tv . . . Champion Paper to Needham, Louis & Brorby, from Campbell-Ewald, Detroit . . . Hoffman Beverage to Cunningham & Walsh for its regular line of mixers and flavored beverages, from Grey. Appointment is effective 1 January . . . Revell of Los Angeles (\$150,000) to the newly-formed McKenzie, King & Lansdale Agency, from Fletcher Richards, Calkens & Holden. About 25% of budget goes to spot tv . . . KFRC, San Francisco, to Gross & Roberts . . . A. Goodman & Sons to Smith/Greenland for its soups, noodles, spaghetti and new products, from Doyle, Dane, Bernbach, who resigned it due to a product conflict.

**Financial report:** Chirurg & Cairns voted a regular quarterly dividend of 12.5 cents per share, payable 1 December to stockholders of record 15 November.

**Merger:** Ashley-Steiner and Famous Artists Corp. will now operate as a single corporation under the name of Ashley-Steiner, Inc.-Famous Artists Corp. Merger will encompass the entire executive staffs of both agencies.

**Expansion:** Doyle Dane Bernbach will open an office in Montreal on or about 1 December, to be headed by Mike A. Rakmil, formerly vice president and creative director of Stanfield, Johnson & Hill Ltd.



#### New TAB leaders talk over plans for new year

Jack Roth (l), pres. and gen. mgr. of KONO, San Antonio, meets with new officers for 1963. Here with Roth are outgoing pres. Gene Hendrix of Alpine (second from l); new v.p. Wendell Mayes, Jr. of Midland; sec.-treas. Lee Glasgow of Waco



#### Floyd feted for bond drive

Joseph L. Floyd (r), pres. of Mid-Continent Broadcasting, accepts Treasury's Freedom Bond citation for his support from savings bond division's Bill McDonald (l) and Elmer Rustad



#### BPA borrows "Big Tex"

The BPA brought 4,000-lb., 52 ft. "Big Tex" to its Dallas confab. Huge job was effort of KRLD, WBAP, WFAA, and local firms, sparked by Casey Cohlumia, BPA arrangements chmn.



#### Pioneer affiliation between U.S.-Japanese tv stations

KTVU, San Francisco-Oakland, is exchanging programs and personnel with RKB Mainichi Broadcasting, Fukuoka. Seated (r-l): Claud Mann, KTVU reporter; Quentin Kelly, p.r. dir.; Hiromichi Ito, interpreter; Moritoshi Kabeshima, newsman. Standing (r-l): news dir. Toshiyuki Murata; cameraman Yoshinabe Oknaki



Top brass: William L. Ballard and David C. Loomis to senior vice presidents at Ted Bates . . . William J. F. Brennan, vice president of Compton and manager of the Los Angeles radio-tv programing department, will be transferred in January to the New York office as assistant to senior vice president and radio-tv programing department head Lewis Titterton. Ted Robertson succeeds Brennan in Los Angeles . . . Alex Coleman to senior vice president and a member of the executive committee and E. A. Warner to senior vice president at Winius-Brandon . . . Richard C. Owen, Jr. to the new post of assistant to the president, with broad responsibilities in the creative services area, at Meldrum and Fewsmith.

New v.p.s: James D. Killins and John MacClure at Geyer, Morey, Ballard. Killins was also appointed associate creative director, Detroit . . . Kerwin S. "Win" Koerper at Potts-Woodbury, Kansas City. He'll be creative director . . . Arthur T. Castillo at Ted Bates, from senior account executive at SSC&B . . . Henry Kornhauser at Kastor Hilton Chesley Clifford & Atherton . . . Richard C. Moses at McCann-Erickson, Los Angeles.

**PEOPLE ON THE MOVE:** E. St. Pierre, formerly of Parke, Davis and Ciba, to assistant director of marketing in charge of merchandising and sales promotion at Robert A. Becker . . . William A. Cas-teel to account executive for Cummins, MacFail & Nutry . . . George N. Beecher, Paul J. Caravatt, Jr., and George G. Milliken, vice presi-

dents, to management representatives of Foote, Cone & Belding for General Foods, Menley & James, and Lever, Angostura-Wupperman accounts respectively . . . Vinton Freedley, Jr., to Len Carey, Inc., Honolulu . . . Tom Hollingshead to media supervisor at Richard K. Manoff . . . Henry Helm, vice president and account executive for Fuller & Smith & Ross, New York, to group manager . . . Richard K. Pearson to account supervisor at Erwin Wasey, Ruthrauff & Ryan, Pittsburgh . . . Raymond Welch to account executive at K&E, Detroit . . . William K. Brooks to account executive at Winius-Brandon.

## Associations

The American Marketing Assn. is renewing its attack on unethical trade practices.

The recently-adopted Code of Ethics singles out primarily the use of the survey approach to gain entrance for the purpose of sales solicitation.

While there are no specific measures for enforcement, the AMA studies deviations and takes appropriate action when they are brought to its attention.

Latest development in children's programing comes from a rather unusual source—the New York chapter of the Academy of Tv Arts and Sciences.

The show, experimental in nature, consists of excerpts from children's programs from 10 cooperating countries. Sound tracks in the original languages are retained, with explanations by writer-narrator Paul Tripp.

"Children's Television Around the World" gets its premier broadcast in New York (WCBS-TV) on 16 December. It will be offered to other chapters in Academy cities and those foreign countries represented in the program.

The Virginia Assn. of Broadcasters has named eight broadcasters to helm various committees until June 1963.

Included in the appointments: Carl Lindberg, WPIK, Alexandria, will head up the government liaison group; E. S. Whitlock, executive vice president of WRNL, Richmond, will chairman the legislative committee; and VAB president Hamilton Shea of WWSA (AM-FM & TV), Harrisonburg, will head the coordination committee for the NAB Code Boards.

The 28 November meeting in Augusta of the Maine Assn. of Broadcasters will be broadcast live by a preliminary lineup of 25 radio stations in New England.

The meeting, with principal speaker LeRoy Collins, will also be a public demonstration of the emergency communications system in the state, with off-the-air pickups. FM stations will act as feeders for am broadcast outlets.

New officers: Sydney E. Byrnes, WADS, Ansonia, to president; Robert S. Tyrol, WTIC, Hartford, to vice president; Herbert C. Rice, WILL-WINY, Willimantic, to secretary-treasurer of the Connecticut Broadcasters Association . . . New officers of the Metropolitan Phoenix Broadcasters are Howard Stalnaker, KPHO-TV, president; Ray Odom, KHAT, vice president; and Hayes Stewart, KTAR-TV, secretary-treasurer.

New quarters: The NAB has purchased the corner property adjacent to its present headquarters as a site for a future headquarters building.

**PEOPLE ON THE MOVE:** Howard Kalmenson, general manager of KWKW, Los Angeles, to first vice president of the National Spanish Broadcasting Assn.

# KZON

**Arizona's Only 24-Hour Spanish Voice! KZON Sells More Than 143,000\* Latins, in the Phoenix Metro Area!**

**New Programming!  
New Soap Operas!  
New Musical Format!  
New Directional Sound!  
Spanish Radio in motion!**

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IN PHOENIX, CALL

**KZON—936-3381**

IN NEW YORK, CALL

**ETV—YU 6-9717**



## Tv Stations

Here are some of the highlights from the TvB's annual meeting held last week at New York's Waldorf-Astoria.

- Norman E. Cash, president of the bureau, attributed low industry profit levels to the failure of a large part of American business to market its goods economically. Cash noted that the top 50 national advertisers over the past five years made 41% of all measured media expenditures, had but 10% of the sales (1961) but had one-fourth of all profits. (For full details see page 39.)

- Another pitch to boost tv advertising was made in the TvB's new presentation, "Jericho . . . the wall between us." Future growth and profits will depend on the removal of "the wall of indifference that separates industry from the public," purports the presentation. The extent to which management is responsible will be measured by the distance between it and the total public, TvB reported.

- Paul S. Willis, president of the Grocery Manufacturers of America, featured speaker at the membership luncheon, said the food industry must step-up its efforts to communicate with the public, with its own employees, with government, "with everybody." He pointed to last year's hearings conducted by Senator Hart on packaging and labeling in which professional critics lambasted the industry. "In any industry as large as this one and so involved, it's normal that some things will go wrong." He said the industry's point of view should be presented, via broadcasting, to improve the public image.

A. C. Nielsen revenues jumped 10.9% to top the \$40 million mark for the year ended 31 August.

Net income increased 21.7% from \$2,442,359 to \$2,971,423, or from \$1.43 to \$1.74 per common share.

The Academy of TV Arts and Sciences hopes to encourage the development of local programing

with a new annual award.

The award will go to a station for a program or series of programs dealing with issues in the station's community.


The first presentation will be made at the 15th Annual Emmy Awards telecast in May 1963 covering programs for the period of 15 April 1962 through 14 April 1963.

Ideas at work:


- WNEM-TV, keeping in mind the fact that a large group of viewers in Flint-Saginaw-Bay City are General Motors employees, telecast a special half-hour color film of the 1962 Buick Open Golf Tournament.

- A KTVU news unit was on hand to capture the gala festivities which marked the Oakland station's Sister City affiliation with Fukuoka. These films, along with material on the five-year-long affiliation of San Francisco and Osaka, comprise a two-part program, "Bridge to the Orient—Our Sister Cities in Japan." The first part was

## Newsmakers in tv/radio advertising



Alexander P. Hunter has been named station manager of KREM (AM-FM & TV), Spokane, effective 3 December. He's currently assistant to the vice president of the broadcasting division of King Broadcasting in Seattle. He's been with KING since August 1949 and has served in his present capacity since 1959.



James S. Wiley starts today as national sales coordinator of WPRO-TV, Providence. He's been on the station's sales force since December 1955. Previously he was in the advertising department of Union Carbide. Following five years in local sales, Wiley was named to his post as WPRO-TV sales promotion manager in February 1961.

William A. Exline is now managing the San Francisco office of Storer Television Sales. He's been with KIRO-TV, Seattle, for over four years, first as general sales manager and, since April 1961, as station manager. Prior to that, he was tv manager in the San Francisco office of Peters, Griffin, Woodward from 1954-1958.



Charles C. Allen has been appointed director of sales service for ABC TV. He joins the network from Kudner where he's been since October 1959, first as business manager of the radio-tv department and later as general manager of the department. Prior to that he was with BBDO for 11 years, as time buyer and television account executive.





broadcast 11 November. The second part is coming up on 20 November.

**New quarters:** The new building of The Annenberg School of Communications, the University of Pennsylvania's most recently-established school, was dedicated 8 November. The school is now located at 3623 Locust St.

**Conversion note:** The new uhf in Los Angeles, KMEX-TV, claims that after only three weeks on the air there've been more than 40,000 conversions to uhf and the number increases at least 1,000 per day.

**PEOPLE ON THE MOVE:** Walter M. Vetter to director of member sales presentations for the TvB, from NBC . . . James S. Wiley to national sales coordinator of WPRO-TV, Providence . . . Marjorie L. Mahoney to sales promotion manager of WPRO-TV, Providence . . . Frank Barron to director of advertising and promotion at KHJ (AM-FM & TV), Los Angeles.

## Radio Stations

Pulse has found additional support for its new Qualitative Radio Survey, this from the RKO General stations.

The survey seeks local qualitative radio data in the 100 top markets to supply agency computers.

The cooperating RKO General stations: WOR, New York; WNAC, Boston; KFRC, San Francisco; CKLW, Detroit-Windsor; WHBQ, Memphis.

Do you know which is the oldest regularly-sponsored national radio program currently on the air?

It's the Metropolitan Opera broadcasts, under Texaco sponsorship since the 1940-41 season.

The series, now on a special network of 115 radio stations across the country, returns to the air for the current season on 1 December, marking its 23rd consecutive year for Texaco.

**Syndication note:** Hardman Associates is celebrating its first birthday as radio syndicator by signing Liz Seneff as a chief voice talent. She'll work in the production of the firm's humorous routines which Hardman furnishes radio stations as a programing service.

**On the human interest side:** When Jack Thayer, general manager of WHK, Cleveland, was invited to address the Illinois Assn. of Broadcasters, his three-man sales staff decided to wish him good luck in style. So Joe Zingale, Bob Weiss and Norman Wain purchased the 10:55 p.m. news broadcast on WLS, Chicago, the evening before the speech and, in a one-minute spot, the three said "go get 'em Jack!"

**Kudos:** "Greater Philadelphia" has done an extensive article on WIP, now in its 41st year, with general manager Harvey L. Glascock featured on the cover.

**PEOPLE ON THE MOVE:** Frank A. Sause to sales manager of WEOK (AM & FM), Poughkeepsie . . . Alan B. Boesger to national sales representative for WGAR, Cleve-

land . . . Merrill Barr to promotion director of WPEN, Philadelphia, from Werman & Schorr . . . Stanford M. Horn to sales promotion assistant at KCBS, San Francisco . . . Alexander P. Hunter to station manager of KREM (AM-FM & TV), Spokane . . . Harold F. Walker to sales executive at Broadcast Clearing House . . . Douglas H. Rand to merchandising manager of WBBM, Chicago, from P&G . . . Richard D. Dudley, WSAU (AM-FM & TV), Wausau, to executive vice president of Wisconsin Valley Television . . . Ronald M. Mercer to sales manager of KISN, Portland . . . Winston L. Kirby to account executive for WABC, New York . . . Tom McCollum to sales manager of KGMI, Bellingham.

## Fm

Ford Dealers Assn. is waging an extensive drive in Metropolitan New York and New Jersey and WNCN is a major beneficiary.

The campaign is to personalize and typify Ford dealers in their respective local communities. The dealers, 124 of them, and agency JWT, decided on a show called "Ford Salutes the Performing Arts" on WNCN, a nightly hour (8-9 p.m.) which will run for at least 13 weeks.

**PEOPLE ON THE MOVE:** Tom Butler to general manager of WDUO, Riverside, Cal., from station manager of KCIM, Victorville.

## Networks

There are three new books on the market written by or deriving from Broadcasting people and shows.

The books:

- Prentice-Hall has issued "Ernie Ford's Book of Favorite Hymns."

- Philip Sterling, assistant publicity director for CBS Radio, has written "Fiorello La Guardia," a biography, in collaboration with Bella Rodman, a social worker under La Guardia's administration. Published by Hill and Wang, the book treats at length La Guardia's showmanly characteristics.

- "The Years Between: A Dra-

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\*Belden Assoc. Market Study—6/60  
Market Basket Audit—3/62  
Far West Surveys, Latin Pop.—6/62

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matic Look at the Twenties and Thirties," a book inspired by several "Twentieth Century" shows on CBS TV, has been published by Little, Brown.

ABC Radio is using a unique sound book to sell its programming to affiliates and potential advertisers.

The network's programming policy is presented in an illustrated booklet in which three thin flexible vinyl records are bound. Records, playable on any 33-1/3 RPM player, contain actual excerpts taken from the air.

They found out the job wasn't temporary: Fifty-three new members were inducted into the CBS 20-Year Club 15 November. The club now numbers 300 members in New York, in addition to 324 members located in various stations, offices and plants throughout the country and overseas.

**PEOPLE ON THE MOVE:** Merrill Myers to manager-corporate information at CBS . . . Herbert

Gross to the new position of manager of sales development, CBS TV . . . Robert J. Brewster to account executive at NBC TV Sales, Chicago. For the past 10 years Brewster has been in Chicago as vice president and radio-tv director for McCann-Erickson and radio-tv group head at JWT.

## Reps

Maurice Webster, general manager of CBS Radio Spot Sales, outlined for the Philadelphia Tv-Radio Ad Club some outdated fashions which still are being followed in radio today.

These fashions:

- The insistence on drive time. There are several weekend hours, said Webster, which deliver as many adult males and at much lower costs.

- The misconception that listeners just want music and news from radio. He pointed to a recent survey of people 20 and over which showed that 34% were interested principally in news and talk programming.

- The evaluation of radio stations by ratings and cpm's. This does not allow the most efficient use of the medium, according to Webster.

Newest rep firm on the scene is Penn State Reps, headed by Len Auerbach, president of another regional outfit, Ohio Stations Representatives.

Jack DeHaven is general manager of the new company, which headquarters at 511 Investment Building, Pittsburgh. DeHaven has been at WWSW for the past 12 years.

The new rep will service large and small market stations in Pennsylvania as well as major-market stations in other states.

Some of its stations: WFBG (AM-TV), Altoona; WCRO, Johnstown; WJET, Erie; WKST, New Castle; WANB, Waynesboro; WNAE, Warren; WCAW, Charleston; WERE, Cleveland; WHOT, Youngstown; WHHH, Warren; WHIZ (AM-TV), Zanesville.

Rep appointments: WCNS, Can-

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The DYNAMIC NEW Spanish Media Rep!



ton, and WJER, Dover, both Ohio, to Prestige Representation for national sales, from Frederick W. Smith Co. . . . ZFB-1, Pembroke West, Bermuda, to the Pan American Broadcasting Co. for U. S. sales.

**PEOPLE ON THE MOVE:** Jack V. Arbib to the New York office of Blair-TV as a sales executive . . . William C. Reitz to account executive in the Los Angeles office of H-R Representatives, from Adam Young . . . Geren W. (Mort) Mortensen to account executive at Ohio Stations Representatives . . . Roger Horton Sheldon to manager of the St. Louis office of Adam Young, from manager of radio in Chicago . . . Ray Padden to the Los Angeles office of Venard, Torbet & McConnell as an account executive . . . Fred Nettere, account executive for ABC TV Spot Sales, to eastern sales manager.

## Film

CBS Films has posted an SRO sign on the Japanese film market.

The network film arm sealed deals with Nihon Television Network Corp. for "Beverly Hillbillies" and "True," starring Jack Webb.

With these last two series, CBS Films is sold out in Japan in all the new and current production it has available for overseas distribu-

tion.

Official Films has available a budget of \$2 million for new programming for the upcoming year.

On the slate: two first-run syndication series (a second year of production on "Biography" and a new series), an actuality special ("Marilyn Monroe," which will be offered networks by the end of the month) and a group of eight short color films, "Songs for Christmas," acquired for seasonal distribution.

Sales: Seven Arts' 93 Warner Bros. and 20th Century-Fox features to WTAE-TV, Pittsburgh, and WNEM-TV, Bay City, upping total markets to 32 . . . Allied Artists Television's 145 westerns to WGAL-TV, Lancaster, making total markets 338 . . . Twenty-five major overseas markets have been signed to date by ABC Films for the "Ben Casey" series . . . MCA TV's off network "Bachelor Father" to WCIV, Charleston; KPRC-TV, Houston; KJEO-TV, Fresno; and WBNC-TV, Columbus . . . Trans-Lux TV's "Felix the Cat" to KTIV-TV, Sioux City; KCRG-TV, Cedar Rapids; WJXT-TV, Jacksonville; and KXLY-TV, Spokane.

International notes: Seven Arts has acquired the foreign tv and theatrical distribution rights to Video House's new "Out of the Inkwell," a series of 100 five-minute cartoons

in color. Video House distributes the series in this country . . . ITC is supplying 24 shows, consisting of more than 500 programs and 900 hours of viewing time, to the new tv stations in Gibraltar, Kenya and Trinidad.

**Financial report:** Screen Gems declared its first cash dividend since going public less than two years ago. It amounted to 15 cents per share for the quarter. Earnings per share for fiscal 1962 were \$1.37, a record high in the 14-year history of the company—as against \$1.05 for the fiscal year ended 1 July 1961. Net income during 1962 was \$3,466,294 as against 1961's \$2,665,371.

**PEOPLE ON THE MOVE:** Frank L. Sheehan, formerly a sales executive with ITC, rejoins the company as western area sales manager . . . Joseph C. Bernstein to general manager of Fred Niles film studios of New York . . . Frank Ragsdale, formerly vice president and general manager of WTVM, Columbus, to national sales manager of Pepper Sound Studios tv products division.

## Station Transactions

A new company has been formed to engage in "various developmental activities in the communications field."

The new firm is Broadcast Development Corp. It's headed by Robert G. Baal, formerly with WCBS-TV, New York, and John E. Upston of San Francisco.

Headquartered at 342 Madison Avenue, the firm's activities will include the acquisition of radio and tv stations.

WBT (FM), Charlotte, due to start stereocasting the end of November, has gotten FCC approval for maximum power (100 kw).

The station has been operating at interim power of 43 kw since 15 August.

## Public Service

Following closely on the heels of the election, WBZ (AM & TV), Boston, and WWJ (AM & TV), Detroit, have made extensive political

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Media transactions present a risk as well as an opportunity to both buyer and seller. But the risks are considerably narrowed when all of the facts are available through our penetrating knowledge of the ever-changing market.

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Beverly Hills, Calif.  
CRestview 4-8151



## programming plans.

A major commitment by the Boston stations involves a year-long project of more than 100 shows on the subject of Government. The series kicks-off on 25 November. Three public forums on the successive nights will be simulcast in prime time from New England Life Hall. Heading the guest list in the 90-minute town hall meetings: Robert F. Kennedy, Archibald MacLeish, LeRoy Collins. During the ensuing 13 months the stations will organize audience action groups to participate in the diagnosing of basic issues.

The WJ stations in Detroit, in a letter to Governor-elect George Romney, offered to make available a program on radio and tv which would enable Romney to make weekly reports to the people of Michigan.

The annual awards luncheon of the Advertising Council has recognized six volunteer campaign coordinators and seven agencies for outstanding public service to the national welfare.

Those honored for long service:

- James Barnett, Purex, Ltd., for 10 years service for American Red Cross.

- A. H. Thiemann, New York Life Insurance, for five years on behalf of Mental Health.

- Ted Bates (Radio Free Europe)

- Leo Burnett (U. S. Savings Bonds).

- J. Walter Thompson (American Red Cross)

Others received first year awards.

## Public service in action:

- **KTVH**, Wichita-Hutchinson, presented "Golf Exhibition" for the benefit of the National Institute of Logopedics. The four-man match provided an exciting Sunday afternoon for viewers and all proceeds went to the Institute, whose main facilities are located in Wichita.

- It seems that highway construction is a new area for public service programming. **WTVJ**, Miami, presented on 14 November a documentary called "Miles of Promises" which probed charges of lack of sensible and safe engineering in Florida's new roads.

- The Pennsylvania Board of Chiropractic Examiners has ordered a hearing for two local chiropractors alleged to be dispensing or prescribing drugs in violation of state laws. The practice was uncovered by **KDKA**, Pittsburgh, in a documentary series "The Shadow World of Medicine." The station had hired a detective agency to investigate a clinic run by the two men.

- **WCOP** (AM & FM), Boston, has scheduled a new series called "Those Things for Which We Stand." It will feature Attorney General Robert Kennedy and other community leaders and will be heard throughout the week.

- Originally written as a jingle commemorating the 35th anniversary of **WSUN**, St. Petersburg, "Wonderful Town" was quickly adopted by the city and was formally played before a sell-out crowd of more than 350 persons at the annual membership meeting of the Chamber of Commerce.

- **WJZ-TV**, Baltimore, as part of the "Focal Point" idea it pioneered, is presenting a one-hour program on Hansen's Disease. The program includes footage shot by public affairs director Bill Weyse in Carvel, Louisiana of the U.S. Public Health Hospital. The show attempts to rid the viewer of biblical misconceptions about leprosy.

**Kudos:** Omaha Mayor James Dworak publicly praised **KETV** during its election coverage for making voters aware of the issues and encouraging them to exercise their franchise . . . "Here's How," a children's program produced by **WJXT**, Jacksonville, has been selected for a 1962 Action in Education award presented by Better Homes and Gardens Magazine. . . . Joe Floyd, president of Mid-Continent Broadcasting, got a Heart-and-Torch award of the American Heart Assn.

## Equipment

September was a banner month for distributor and factory sales of radio and tv sets and tv picture tubes, according to **EIA**.

Distributor sales of radios peaked at 1,255,346 in September, compared with the previous monthly high of 1,040,598 sold in June.

Cumulative sales through September stood at 7,825,890 sets, against 1961's 7,133,380.

Sales of tv sets at distributor outlets jumped from 518,451 in August to 731,100 in September, topping by a substantial margin the previous monthly high of 580,876 sets sold in March. The cumulative total moved to 4,423,117 vs. last year's 4,050,107.

Sales of tv picture tubes in September were 866,512 units worth \$16,537,417. Despite the upward spurt from August, sales for the nine-months period fell behind those for 1961. Through September, 6,782,798 tubes worth \$129,970,298 were sold, compared with 6,849,361 worth \$136,553,233 during the same period last year.

General Electric will design several special controls for use with the Home Entertainment Co. of America pay tv sets.

Included in the GE contract are the push-button remote control unit and a meter device.

The first installment of this pay tv system will be in Santa Monica, Calif. Operation should begin early in 1964.

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BOX 380

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# SELLER'S VIEWPOINT

By  
**Hartley L. Samuels**  
president  
WKAZ, Charleston, W. Va.

## I'm the new Todd Storz!

A dozen years or so ago a new name burst like *Gang-Busters* on the radio horizon. (In case you've forgotten, *Gang-Busters* was one of radio's more popular weekly dramatic series—a non-color, non-moving *Untouchables*.) The name was Todd Storz and as quick as you could say *Joyce Jordan*, *Girl Interne* (a daytime dramatic series or “soap opera” of the '40s) everyone in radio was cheering him or damning him, depending on whether or not one of his stations was in your market. Todd Storz brought “showmanship” back to radio, along with a lot of other things, and for that alone those of us who call ourselves radio broadcasters should be grateful.

But the years have now gone by and no new expert has emerged to lead us broadcasters from the wilderness of “formula” radio, so I'd like to toss my hat in the ring and suggest that I'm the expert you're all looking for. Follow me, fellows, because I'm the new Todd Storz.

Let's get down to the serious problems of radio. They may be more serious than you think. During the past half-dozen years, despite radio's great advances, despite the great growth in radio's

dollar volume, radio has been steadily losing audience. We're all so busy trying to mastermind our stations from a 12% or 16% share of audience to a 35% or 40% share that we simply haven't taken the trouble to notice that all we're really trying to do is get a larger slice of a continually decreasing pie.

In many markets we've lost almost as many regular radio listeners as the No. 1 station in the market now has. A Pulse four-year study underlines this fact. Pittsburgh, for example, showed a drop of 2 rating points in the morning, and a 5.1 decrease in the afternoon, a rating almost as big as any station will have in that market.

Figure it out this way: if the bottom-rated station in the market could get all the ex-radio listeners, it would probably become the top rated station. And before you put the blame on the “big eye,” as we radio guys often like to do, let me point out that daytime tv audiences are declining as well. Nielsen figures for '58 and '61 reveal the following: weekly viewing on Monday through Friday, 6 a.m. to noon, dropped from 61.7% in '58 to 60.3% in '61. From noon to 6 p.m., the decrease was even great-

er: 83.9% in '58 as compared with 81.9% in '61. So what they're tuning us out for must be magazines or paperback books or do-it-yourself projects or sex. Thank God we know it isn't newspapers!

I don't think we're going to get the audience back to radio unless we offer something positive. By positive I mean a specific program at a specific time and of a nature that will compel people to listen.

I'm not sure yet just what kind of programs will have positive appeal to potential radio listeners during the next few years. But I do know the kind of programs and schedules that housewives found compelling a dozen years ago, so maybe that's a good place to start. For one, there was the daytime dramatic serial. For another, the mike dropped out the window for a “Man on the Street” program. Then there was the “Woman's Service” program (Mary Margaret McBride, where are you?).

I am not suggesting we go back to old-time radio. I don't think that eight soap operas in a row hold or build an audience nor do I believe that a Vox Pop done circa 1940 will have appeal. But I'm rash enough or foolish enough or maybe just old enough to believe that some of those older ingredients, done in a more modern manner and mixed into a good formula of music and local news, could start enticing some of those lost listeners back.

Whether or not it will work, this is the road we're beginning to take at WKAZ. We are concentrating on the development of program ideas in news and special events and are looking for suitable dramatic material, particularly soap operas which don't sound like they're from the 1920s and '30s. We are moving in the direction of programs that will invite audience participation. Also included in our plans is a woman's feature program, which is nothing new but has virtually ceased to exist in the medium-sized market.

It will be months before we know what the public thinks and they're the ones with the ultimate answer. If this succeeds, Todd Storz can move over. If it fails . . . well, you can't be an expert without trying.



*Hartley L. Samuels, president of WKAZ, is well acquainted with many facets of radio. He is presently owner of WDLB, Marshfield, Wis., and previously owned several stations in the Midwest. He gained his sales experience with IVOR, New York, and WABC, New York, and was general manager at the latter. Early in his career, he worked in program promotion at CBS and NBC.*



# SPOT-SCOPE

Significant news,  
trends, buys in national  
spot tv and radio

Evidently disheartened by increased rates and declining efficiency of spots in some of its major markets, Alberto-Culver (Compton and BBDO) may be taking a serious look at smaller markets.

At the present time there is no plan to expand the market list, but a switch is reported on the horizon to markets where clearances and efficiency match A-C's \$3 cpm figure.

Only step in this direction thus far: A-C bought New Orleans for the first time last week.

There isn't much money involved, but spot tv and radio are in for some tickled funny bones this month and next.

Source of the chuckles: The annual campaign for Iron City Brewery's "Olde Frothingslosh" (Ketchum, MacLeod & Grove). The brew, introduced eight years ago as a gag, has become the major holiday promotional item for Iron City.

Tv and radio spots, 20s and 60s, will run on the brewery's regularly scheduled sports and news shows and on some 40 stations throughout the marketing area (Pennsylvania, Ohio, Maryland, West Virginia, Virginia, New York, New Jersey, Washington, D. C.).

New hitch in this year's promotion: the beer will be merchandised in a "sick pack"—a special six-bottle package.

Spot tv is still riding high on the crest of Christmas business placements which began a few weeks ago.

Some accounts gearing up for Yule-time campaigns: Corning Glass, Shulton, Dutch Masters cigar. And perhaps the biggest hunk of business in this area comes from Bromo-Seltzer—a remedy for over-zealous holiday diners.

Leo Burnett has been carrying the ball in spot tv business placed out of the Midwest, with a very big P&G buy and two significant expansions of existing campaigns.

The expanding accounts are Pillsbury, for its cake decorator, and Schlitz, which is plugging its new soft-top cans.

For details of this and other spot action last week see items below.

## SPOT TV BUYS

Pillsbury, which has continued its cake decorator distribution on a market by market basis, continues to add markets at the rate of two to three each week. Nighttime minutes are used exclusively for this product which Pillsbury introduced last summer. In some cases schedules are being expanded in existing markets. Agency: Leo Burnett. The buying team is Ruxton and Bentley.

Schlitz is buying spot markets on behalf of its new soft-top cans, using prime time I.D.s, minutes and 20s. This is a market-by-market buy, with no noticeable regional pattern. The four-week schedule, with starting dates varied according to market, aims for 450 rating points for the

## WHAT ARE YOUR PHOTO REQUIREMENTS?

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When we show a prospective client just a few samples of our publicity photography, he more-than-likely exclaims, "Hadibutknown!" This puzzles us for a moment but then he continues, nodding with approval. "Such fine photos," he says, "such fair rates ('did you say only \$22.50 for 3 pictures, \$6 each after that?')—and such wonderful service ('one-hour delivery, you say?')—why, *had I but known* about you I would have called you long ago." Well, next thing he does is set our name down (like Abou Ben Adhem's) to lead all the rest of the photographers on his list. Soon, of course, he calls us for an assignment and from there on in he gets top grade photos and we have another satisfied account. (Here are a few of them: Association of National Advertisers — Advertising Federation of America — Bristol-Myers Co. — S. Hurok — Lord & Taylor — New York Philharmonic — Seeing Eye — Visiting Nurse Service of New York.) Why don't you call now and have our representative show you a few samples of our work?

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## SPOT-SCOPE | Continued

first half of the schedule, dropping to 200 for the remainder. Burnett is the agency. Buyers: Bruce Curtis and Don Love.

Procter & Gamble bought a relatively deep market list on behalf of Joy. The buy consists of the top 100, with possibilities for expansion of this. Schedule began 15 November. Some daytime, but mostly nighttime minutes are being used in schedules averaging from two to three spots per week. Dave Arnold is the media supervisor at Burnett.

Corning Glass Works, consumer products division, will launch a new campaign on 3 December. Schedules of minutes, night and day and late fringe will run for two weeks. Agency: N. W. Ayer. Buyer: Billy Farren.

Shulton, Inc. is going in with its annual Christmas campaign. Products involved are Desert Flower and Old Spice. Schedules will kick off on 26 November and run right up to Christmas, using night and day minutes. Sue Paillet is the buyer at Atwood-Richards.

Consolidated Cigar will launch a short-term holiday drive for Dutch Masters. Schedules start 10 December and run through 23 December, all nighttime minutes. The account is at Papert, Koenig, Lois. Elaine Art is the buying contact.

Warner-Lambert Pharmaceutical is buying nighttime minutes on behalf of Bromo-Seltzer. A host of markets are involved in the buy, which goes into action on 3 December. Schedules will run for four weeks. BBDO is the agency; Vince Bujan the buyer.

Hudson Pulp & Paper Corp., which launched a seven-week campaign the first of this month, is now lining up markets for a long-term campaign to kick off the end of the year, 31 December, and run through November 1963. Several markets will get night and day minutes. Agency is Grey and Jim Hine is buying for the account.

### SPOT RADIO BUYS

American Sheep Producers Council is renewing its spot radio campaign to promote lamb in selected markets. Schedules are all minutes. The account is handled out of Potts-Woodbury, Kansas City.

Triangle Milling, Portland, has purchased a regional eight-station radio hookup on the west coast. The campaign, which runs for 52 weeks, involves early-morning farm newscasts. The agency: Showalter Lynch.

Reader's Digest has issued an availability call for a one-week campaign scheduled for January 1963. The account is based at Schwab, Beatty & Porter. Rae Elbroch is doing the buying.

Dodge Division of Chrysler is breaking out a major campaign which involves some 300 stations in 65 major markets. Spots will hit in drive times and weekends. Schedules are set for four weeks in some markets and three in others. BBDO, Detroit, is the agency. Buyer: Woody Crouse.





## 21 YEARS AGO ON WBNS RADIO

From 1-A to 4-F, draft classifications were a vital concern of our nation in 1941. Young men by the hundreds of thousands were moved out of civilian life and into a military world of chow lines, canteens and kitchen police. WBNS Radio kept everybody up to the minute.

In Central Ohio, moving was an old story to Trowbridge Storage Company. They'd been at it

since 1892. In 1941, Trowbridge began advertising on WBNS Radio, and since then the demand for its services has increased each year. Small wonder then, the one thing Trowbridge refuses to move is its spot schedule on WBNS.

Year-after-year renewals by home town folks who know us best are impressive testimony to the power of WBNS Radio. Ask John Blair.



Trowbridge-Mayflower Storage Co. van.  
Since starting its WBNS spot schedule 252 consecutive months ago, this advertiser has helped move in many of the more than 130,000 newcomers to our community.

**WBNS**  
COLUMBUS, OHIO



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## TOPS IN THE AREA

ARB station circulation totals March, 1962, show KTBS-TV, Shreveport, Louisiana, with more viewers than its two competitors:

	KTBS-TV Channel 3	Station Y	Station Z
TV Home Potential .....	258,600	257,700	239,500
Net Weekly Nighttime .....	225,200	221,400	210,500
Net Weekly Total .....	237,700	230,000	220,500
Average Daily Nighttime .....	131,200	128,300	122,500
Average Daily Total .....	165,800	155,800	154,900

KTBS-TV reaches 1.9-billion dollar four-state market of 1.5 million buyers *with exclusive ABC programming*. Its performance, as indicated above, is an important reason more spot buyers are specifying KTBS-TV, Channel 3, Shreveport, Louisiana.

Sources: Sales Management's 1962 Survey of Buying Power; ARB Station Circulation Totals (March 1962)

# KTBS-TV

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